

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XI.

NEW YORK, JULY 25, 1894.

No. 4.

THE ST. LOUIS REPUBLIC

DAILY AVERAGE NET CIRCULATION
FOR FIRST SIX MONTHS OF 1894.

ST. LOUIS, Mo., June 30, 1894.

Chas. W. Knapp, General Manager of THE ST. LOUIS REPUBLIC, being duly sworn, says the actual number of full and complete copies of the Daily and Sunday REPUBLIC printed during the months of January, February, March, April, May and June for 1894, all in regular editions, was as per schedule given below:

Day.	January.	February.	March.	April.	May.	June.
1.....	57,070	53,720	55,070	*58,810	56,610	58,440
2.....	55,370	54,750	54,190	54,300	57,060	60,280
3.....	54,690	58,120	53,765	55,320	56,450	*59,835
4.....	55,070	*57,405	*57,790	55,470	54,630	55,310
5.....	55,100	52,590	53,110	54,510	60,390	56,320
6.....	59,070	53,890	53,310	55,700	*59,580	56,640
7.....	*57,630	54,030	54,040	59,820	55,120	56,890
8.....	54,130	53,140	54,110	*70,025	56,600	56,440
9.....	54,320	54,240	53,490	54,690	56,450	60,440
10.....	54,630	57,815	58,005	55,600	56,630	*59,900
11.....	53,510	*56,625	*57,955	55,690	56,270	54,440
12.....	54,420	52,420	52,600	55,820	61,255	53,530
13.....	53,905	53,580	53,640	56,050	*59,630	55,170
14.....	*57,170	54,060	54,580	60,645	55,840	55,190
15.....	53,100	54,380	54,530	*59,105	56,190	53,370
16.....	53,980	53,920	54,260	55,030	57,090	59,570
17.....	53,360	57,515	58,020	55,360	56,680	*59,000
18.....	54,170	*57,070	*57,820	56,060	56,480	54,420
19.....	54,790	52,580	53,080	55,720	60,005	54,600
20.....	58,215	53,960	54,670	56,200	*70,075	54,900
21.....	*57,800	53,570	54,870	61,055	55,440	54,580
22.....	53,320	53,290	53,890	*70,065	56,320	55,420
23.....	53,720	54,060	54,530	55,240	54,070	59,490
24.....	54,280	56,550	58,810	56,350	56,620	*59,750
25.....	54,590	*57,285	*57,800	57,200	56,690	54,460
26.....	63,510	53,600	53,190	56,790	60,670	55,280
27.....	58,310	54,490	54,290	57,290	*70,225	55,120
28.....	*57,305	54,480	54,690	60,510	55,300	55,040
29.....	53,280	54,330	*70,405	56,990	56,100
30.....	55,270	55,110	55,300	55,710	59,170
31.....	53,970	58,785	56,180
Total for month.....	1,764,055	1,575,905	1,753,420	1,790,360	1,817,190	1,743,125
Less deductions.....	123,397	112,270	119,404	117,945	121,769	114,849
Total sold.....	1,640,658	1,463,535	1,634,016	1,672,415	1,695,421	1,628,276
Daily average net circulation.....	52,924	52,269	52,710	54,747	54,690	54,275
Daily Average Net Circulation First Six Months in 1894,						53,602

§ All copies spoiled in printing, left over and returned unsold, are deducted so as to give the net circulation reaching actual readers.

Sworn to and subscribed before me this thirtieth day of June, 1894.

SEAL: My term expires June 5, 1897. Notary Public, City of St. Louis, Mo.

THE REPUBLIC guarantees to advertisers the largest bona fide circulation in St. Louis, or no charge for advertising. Rates quickly furnished by

THE REPUBLIC, St. Louis, Mo.
Or at New York Office, 146 Times Building.



A Special Offer

for the insertion of a large advertisement in the Atlantic Coast Lists of 1400 newspapers any one week in August or Sept.

20 inches Double Column, or

10 inches Quadruple Column,

(equivalent to 40 inches single col. measure)

for \$1960.

We will get up the advertisement if copy is sent us—and supply the necessary electrotypes without charge.

\$1960 IS EQUIVALENT TO \$1.40 PER PAPER—LESS THAN THE COST OF 1,400 ELECTROS DELIVERED.

134 LEONARD ST.
NEW YORK

HALM

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 20, 1893.

Vol. XI.

NEW YORK, JULY 25, 1894.

No. 4.

PENNSYLVANIA.

The short essays on how to advertise in a State, now appearing weekly in PRINTERS' INK, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory for 1894.

Pennsylvania ranks No. 2 in population, having 5,258,014 inhabitants; No. 31 in area, covering 44,985 square miles, and No. 3 in newspapers issued, of which there are 1,408.

The following is a complete list of the towns in Pennsylvania having more than 5,000 population:

Philadelphia.....	1,046,964
Pittsburgh.....	238,617
*Allegheny.....	105,287
Scranton.....	75,215
Reading.....	58,661
Eric.....	40,634
Harrisburg.....	39,385
Wilkes Barre.....	37,718
Lancaster.....	32,011
Altoona.....	30,337
Williamsport.....	27,132
Allentown.....	25,228
Johnstown.....	21,805
York.....	20,793
McKeesport.....	20,741
Chester.....	20,226
Norristown.....	19,791
Shenandoah.....	15,944
Lebanon.....	14,664
Easton.....	14,481
†Shamokin.....	14,403
Pottsville.....	14,117
Pottstown.....	13,285
Hazleton.....	11,872
New Castle.....	11,600
*Mahanoy City.....	11,286
Oil City.....	10,932
†Carbondale.....	10,833
†Columbia.....	10,599
Bradford.....	10,514
Pittston.....	10,302
South Bethlehem.....	10,302
†Nanticoke.....	10,044
†Beaver Falls.....	9,735
Meadville.....	9,520
+Plymouth.....	9,344
†Steelton.....	9,250
†Butler.....	8,734
†Braddock.....	8,561
†Phoenixville.....	8,514
†Dunmore.....	8,315
†Mt. Carmel.....	8,254
Titusville.....	8,073
West Chester.....	8,028
†Danville.....	7,998
†Homestead.....	7,911
Chambersburg.....	7,863
Carlisle.....	7,620
†Sharon.....	7,459
†Lock Haven.....	7,358

Ashland.....	7,346
†*South Chester.....	7,076
Washington.....	7,063
Bethlehem.....	6,762
†*Bristol.....	6,553
†*New Kensington.....	6,500
†Uniontown.....	6,359
Franklin.....	6,221
Du Bois.....	6,149
†*Tamaqua.....	6,054
Sunbury.....	5,930
Huntingdon.....	5,729
†Corry.....	5,677
*Connellsville.....	5,622
†New Brighton.....	5,616
South Easton.....	5,616
*Conshohocken.....	5,470
*Milton.....	5,317
Middletown.....	5,080

Places marked † issue no paper credited with so much as 1,000 regular issues. Those marked * issue no daily.

The following is a complete list of the papers in Pennsylvania accorded more than 5,000 circulation:

Allegheny....	Alleghenier	und	
	Pittsburgh Son-		
	tagsbote.....	W.	11,800*
Allentown....	Welt-Bote.....	W.	7,500
Chester.....	Times.....	D.	6,073*
Easton....	Am. Hearststone..	M.	7,500
Greenville....	Young Lutheran..	M.	26,000*
Harrisburg....	Evang.lical.....	W.	6,300*
	Telegram.....	W.	75,000
Lancaster....	Lutheran Observer..	W.	17,000*
Meadville....	Chautauquan.....	M.	40,000
	Keystone Workman..	M.	7,500
Oil City....	Derrick.....	Semi-W.	7,500*
Philadelphia..	Abend Gazette..	M. & E.	24,750*
	Call.....	D.	40,000
	".....	W.	12,500
	Demokrat.....	D.	28,500*
	Die Neue Welt.....	S.	20,500*
	Evening Bulletin..	D.	7,500
	Evening Herald....	D.	7,500
	Evening Item.....	D.	187,446*
	Sunday Item.....	S.	213,208*
	Item.....	W.	64,885*
	Evening Star.....	D.	7,500
	Eve. Telegraph....	D.	12,500
	Inquirer.....	D.	40,000
	News.....	D.	12,500
	".....	W.	7,500
	North American....	D.	20,000
	Press.....	D.	20,000
	".....	S.	40,000
	".....	W.	17,500
	Public Ledger.....	D.	75,000
	Record.....	D.	75,000
	Times.....	D.	40,000
	".....	S.	40,000
	".....	W.	17,500
	British-American..	W.	7,500
	Christian Recorder..	W.	5,200*
	Christian Standard..	W.	7,500
	Church Standard..	W.	7,500
	Golden Days.....	W.	75,000
	Grocery World and		
	Fruit Tr. Bull'n..	W.	7,140*

Philadelphia..	Guardian Angel... W.	20,000	Scranton.....	Truth..... D.	7,500	
	Jewish Exponent... W.	8,000*		Colliery Engineer... M.	5,683*	
	Journal of the K.		West Chester..	Local News..... D.	7,500	
	of Labor..... W.	20,000	West Grove...	Sue's With Flowers. M.	40,000	
	National Baptist... W.	8,200*	Wilkes Barre..	Record..... D.	7,076*	
	Practical Farmer... W.	20,000	Williamsport..	Sun..... D.	5,240*	
	Presbyterian..... W.	12,000*		Breakfast Table... W.	7,500	
	Pres'n Journal..... W.	6,500*		Pennsylvania Grit... S.	60,790*	
	Ref. Church Mess'r. W.	7,250*	York.....	Luth'n Miss. Jour. M.	7,500	
	Sat. Eve'g Post... W.	17,500		Sunday School Quar. Q.	18,000*	
	Saturday Night... W.	75,000	Below is a complete list of the pa-			
	Sporting Life..... W.	17,500	pers in Pennsylvania (outside Philadel-			
	Sun. School Times. W.	157,749*	phia and Pittsburgh), not already enu-			
	Taggart's Times... S.	17,500	merated, accorded more than 2,500			
	Agents' Herald..... M.	110,238*	circulation each issue :			
	Annals of Hygiene. M.	7,500*	Allentown....	Nat'l Educator... S.-M.	3,800*	
	Arthur's Home Mag. M.	17,500		Luth. Church Mess. M.	3,900*	
	Association Notes... M.	5,500*	Altoona.....	Gazette..... D.	3,300*	
	Augsburg Sunday			Morning Tribune... D.	3,887*	
	School Teacher... M.	11,500*	Bethlehem....	Times..... D.	2,600*	
	Baptist Supt..... M.	7,112*	Connellsville..	Courier..... W.	2,626*	
	Baptist Teacher... M.	60,166*	Doylestown...	Democrat..... W.	2,800*	
	Book News..... M.	7,500		Intelligencer..... W.	3,177*	
	Carpenter..... M.	17,500	Erie.....	Dispatch..... W.	3,600*	
	Church at Home and		Harrisburg...	Telegraph..... D.	4,000	
	Abroad..... M.	12,500	Honesdale....	Independent... W.	3,535*	
	Etude..... M.	18,000*	Irwin.....	Standard..... W.	2,600*	
	Farm Journal..... M.	259,141*	Johnstown....	Tribune..... W.	3,275*	
	Food, Home and Gar-		Kutztown....	Journal..... W.	2,500*	
	den..... M.	5,000*	Lancaster....	Examiner..... D.	4,000	
	Home Queen..... M.	20,000		"..... S.-W.	4,000	
	Items of Interest... M.	8,992*		New Era..... D.	4,000	
	Knights of the Gold-			"..... W.	4,000	
	en Eagle..... M.	9,541*		Labor Leader..... W.	4,000*	
	Ladies' Home Jour. M.	690,403*	Lewisburg....	Saturday News... W.	2,800*	
	Leisure Hours..... M.	40,000*	McKeesport...	News..... D.	3,500*	
	Lippincott's Mag... M.	40,000	Meadville....	Penna. Farmer... W.	4,000	
	Medical Bulletin... M.	6,033*		Tribune-Rep..... W.	4,000	
	Medical Summary... M.	10,000*		Mechanics'h. Farmers' Friend. W.	4,000	
	Medical World..... M.	25,000*		Media..... American. W.	4,000	
	New Peterson's Mag. M.	40,000		Milton..... People..... W.	4,000	
	Our Young People. M.	46,452*		Montrose..... Ind. Republican. W.	4,800*	
	People's Mag..... M.	17,541*		Oxford..... Press..... W.	3,300*	
	Polyclinic..... M.	5,000*		Pittston..... Gazette..... D.	2,550	
	Scattered Seeds... M.	5,150*		Pottsville....	Chronicle..... D.	4,000
	Sexennial Lever... M.	12,000*			Republican..... D.	4,000
	Table Talk..... M.	7,500			Eagle..... S.	4,000
	United States Offi-		Reading.....	Telegram..... D.	4,000	
	cial Postal Guide... M.	75,000		Ingleside..... W.	3,840*	
	Universal Med. Jour. M.	11,161*	Scranton.....	Republican..... D.	4,000	
	Varnish..... M.	5,000*		"..... S.	4,000	
	Worker..... M.	30,135*		Times..... D.	4,000	
	Advanced Quarterly. Q.	489,843*		Record..... W.	4,000*	
	Senior Quarterly... Q.	121,250*		Sunday Free Press. W.	4,000	
	Scholars' Quarterly. Q.	20,000	Towanda.....	Argus..... W.	2,500*	
Pittsburgh....	Chronicle Telegraph. D.	20,000		Agitator..... W.	3,000*	
	"..... W.	17,500	West Chester..	Democrat..... W.	2,880*	
	Commercial Gazette. D.	17,500		Village Record... W.	4,000	
	"..... W.	20,000	Wilkes Barre..	Sund. Morn. Leader. W.	4,000	
	Dispatch..... D.	20,000		Saenger-Zeitung... M.	4,000	
	"..... S.	40,000	Williamsport..	Gazette & Bulletin. D.	4,000	
	Freiheits Freund... D.	7,500		"..... D.	5,249*	
	Leader..... D.	20,347*		"..... W.	4,042*	
	"..... S.	35,351*	York.....	Teacher's Journal. M.	2,550*	
	Pitts'b'r Beobachter. D.	7,000*	Circulations to which the asterisk is			
	"..... W.	6,000*	affixed in the above lists may be relied			
	"..... Volksblatt... D.	7,500	upon absolutely.			
	Post..... D.	17,500	Philadelphia is the third city of the			
	"..... W.	12,500	Union. It has 21 daily papers—15			
	Press..... D.	40,142*	English and 6 German. Twelve are			
	"..... S.	34,224*	morning and 9 evening. Nine of the			
	Times..... D.	48,773*	English dailies are sold for one cent			
	Christian Advocate. W.	12,500	each. In circulation, the <i>Evening</i>			
	Nat'l Labor Trib... W.	7,500	<i>Item</i> , one cent, <i>Morning Record</i> , one			
	National Stockman		cent, and <i>Public Ledger</i> , two cents,			
	and Farmer..... W.	40,000	are rated above 75,000. The <i>Item</i> is			
	Presby'n Banner... W.	7,500				
	United Presby'n... W.	7,500				
	Bible Teacher..... M.	6,500*				
Reading.....	Eagle..... D.	7,500				
	Ref'd Church Rec... W.	5,800*				
Scranton.....	Tribune..... D.	10,000*				

guaranteed an average of 187,446, and publishes at the head of its editorial columns the remarkable claim: "A larger circulation than all the Philadelphia evening papers combined, and the largest circulation of any evening paper in the world." The *Public Ledger* may be said to be a part of Philadelphia, and the *Record* is as good a paper as can be purchased in New York for double the money.

Three are credited with a circulation in excess of 40,000: the *Evening Call*, *Morning Inquirer* and *Morning Times*, each of which is sold for one cent. The *North American*, established in 1784, claims to be the oldest daily in America, and is also sold for one cent. The *Press* corresponds to the *Times* or *Tribune* of New York, and the *Evening Telegraph* to the *Evening Post*.

The Philadelphia *Demokrat* is the leading German daily.

The best weeklies of the dailies for State circulation are the *Call*, *Item*, *Press* and *Times*.

The Philadelphia *Farm Journal*, monthly, is given the largest circulation of any agricultural publication in America.

The advertising columns of the Philadelphia dailies show more genius in the wording of advertisements and skill in attractive display than can be found in the dailies of any other city.

Pittsburgh has 11 dailies—3 German and 8 English. Two are credited with more than 40,000 circulation—they are the *Times*, morning, and *Press*, evening—both penny papers. The *Evening Leader* is third, with nearly 30,000. The *Post* is the only Democratic daily; the *Commercial Gazette* is the oldest daily, and the *Dispatch* and the *Post* are the only three-cent dailies in the city.

A MESSAGE FROM THE SEA.

A gentleman whose reputation for veracity rests upon two solid supports—he being a commercial traveler and a Bostonian—gives us the following: "In a seaside town down East, a man who kept a toy and paper store hit upon a clever advertising dodge. He noticed that strangers who came there invariably amused themselves by walking along the beach and picking up the sea shells, so he procured a wagon load of mussel shells and upon their white interiors stamped in red ink an advertisement of his business. Every morning he sent out a boy with a basket full of these shell circulars to distribute them along the sandy promenade. The visitors eagerly picked them up, and the toy dealer's ingenuity was rewarded by frequent calls for children's shovels, pails, etc."—*The Clothing Gazette*.

A SACRIFICE OF ENERGY.



This ad is run in papers that circulate exclusively in the treeless regions of North and South Dakota, where it is thought a sacrifice to cut down a shrub.

The manager of the advertising of this firm thinks he knows something about the science of advertising.

We would impress upon the advertiser the fact that all does not depend upon having a good ad in a good paper; you must see that the readers it reaches are such as might be possible purchasers of your wares. A short-sighted man never succeeds in the advertising business, depend upon that.

ECONOMICAL.



This ad obviates the necessity of the advertiser's sending cuts to the papers in which he would insert his ad, for with a little trouble it can be set up. The effect produced by the unique setting is greater than could be obtained by the use of an exact reproduction of a bottle. In the original the matter was clearly distinguishable, the space occupied by the ad being five inches, single column.

VALUE OF ADVERTISING SPACE.

"A first-class paper can always ask a fair price, and always get it, if it stands firm," says Mr. Ewing Herbert, of the *Hiawatha* (Kan.) *World*. Publishers might agree upon a rate per inch per thousand of circulation, which might be, in Kansas, \$5.

To indicate how widely rates differ, even among newspapers of similar standing, Mr. Herbert states that he recently quoted to an agent \$76 for eight-inch readers one year, whereas a brother publisher contracted for the same business at \$8. Another agent, not long since, undertook a doctor's advertising in 100 Kansas papers, and agreed with his patron upon a price to offer. "But to test the publisher, he cut this price in half, and offered the advertising on a basis that any paper of 200 circulation should have scorned; yet 36 out of 200 reputable Kansas newspaper men accepted the price offered."—*Newspaperdom*.

IT WAS A GREAT PAPER.

The editor of the *Tyler, Tex., Harpoon*, relates his experience when "as the proud editor of a great morning daily"—in Lampasas:

Hark! what is that sound on the midnight air,
That startles the cat in his native lair,
It raiseth the back on the watch-dog's hair,
And maketh him howl in rage?

'Tis the gentle voice of the "devil" fair,
As he climbs the steps of the office stair,
And yells at the sleeping editor there,
"We've pied the local page!"

The editor groaned a moderate groan,
And swore a swear in an undertone,
Then glared on the trembling culprit lone,
As he shivered in dire distress

But the "devil's" heart grew light and glad,
As the editor said in tones so sad,
"Run in some patent medicine ads,
And put the d— thing to press."

The advice was followed, the paper was distributed before daylight, and he goes on to say: In truth it was a noble sheet, a Tartar bold, and hard to beat, for in the first column came Mother Winslow with a bottle of soothing syrup, closely pursued by a brigade of Carter's Little Liver Pills, assisted by \$3 Douglas (very much under the influence of Hostetter's Stomach Bitters), who seemed bent on securing a bottle of Louisiana Creole Hair Restorer. Just between these could be seen the long haired woman belonging to Ayer's Hair Vigor, while Jones of Binghamton was proposing to "pay the freight" on a carload of Smith's Bile Beans. Pierce was offering Purgative Pellets at reduced rates, and Hood's Sarsaparilla's "before taking," man seemed to be suffering from an overdose of Rough on Rats, and might have been mistaken for the gentleman on the front page of an almanac. It was thus clear through the paper, and after the excitement died down, and the excited populace laid down their arms, I found that the 300 "extras" I had printed had vanished like mist of the morning, and that the only thing left in their place was \$25 in cash. People bought every paper, and clamored for more. That "local page" of advertisements was said to have been the best paper I had ever published.

A FAIR OFFER.

Any subscriber to the *Harpoon* desiring to discontinue the paper before the expiration of his time will be refunded the amount due him on the unexpired time. Whenever you get your load sing out and quit. We don't want a man to take the paper for fun or sympathy.
—*Tyler (Tex.) Harpoon.*

NEVER?

From what we know of the mental action of the insane, we think the ugly, distorted, irrational combinations of lines and figures that make up the prevailing style of illustration in newspapers and periodicals, for cartoons and for advertising purposes, show decided streaks of insanity in the minds of the artists. Is the artistic taste of this refined age become quite insane from over-culture? Sanity never finds place for the hideous.—*Hospital Echo.*

This is the age of specialties. The merchant who booms some particular article in his newspaper advertisements, will get customers to come to his store, and that is the main thing.—*Clothier and Furnisher.*

ADVERTISING DIDN'T PAY.

"So you don't believe in advertising."

"Believe in advertising! Well, I should think not! You might better pour kerosene on your money and start fires with it."

"You must have had an unfortunate experience."

"My experience was simply this: I went into a little business scheme some few months ago, and I appropriated a thousand dollars for the necessary advertising. I spent the thousand, and, as near as I can figure it out, I've got back about seventeen."

"Had you had much experience in advertising?"

"No, that was my first experience, and it will be my last."

"What did you go into; the big dailies, and—"

"Big dailies! at twenty-five cents a line? I should think not! Here's one of the papers I went into," he continued, tossing over one of the four hundred odd publications with which Boston is blessed. "Now, I only paid ten cents a line in that paper."

"You call that pretty good economy?"

"Well, there is a difference between ten and twenty-five cents, isn't there?"

I took a piece of paper and a pencil and went through some simple mathematics; then I inquired: "Now, do you want to know just what you've paid for your advertising in the paper, taking as a basis the big daily?"

"Yes."

"Well, my economical friend, you paid thirty dollars a line."

"What?" he exclaimed.

"The big paper that you speak of, that charges twenty-five cents a line, has probably a hundred thousand circulation. This excellent publication in which you have been advertising enjoys a maximum sale, including its subscription list, of about three hundred copies. Your economical publication, therefore, circulates, let us say, three hundred and thirty copies, for which you are paying ten cents a line, or at the rate of thirty cents per thousand. Now, at thirty cents per thousand, obviously for a hundred thousand the rate would be thirty dollars—thirty dollars a line. There's your economical advertising."

My friend sat aghast.

"You're just a type of a class of men that cause me an abiding sense of weariness. Here you are inveighing against advertising, and saying that it is a great waste of money, when you have been paying over a hundred times as much for it as the market rate. Of course you didn't know any better; that's just the point. You are as ignorant of matters pertaining to advertising as a toad is of logarithms, and yet it is just such people as you that are so ready to discuss the value of advertising; people that don't know what an ad should be to begin with, nor have the slightest idea how to get it before the proper constituency; people that put trouser-stretcher ads in an old woman's paper, advertise patent teeth-cutters in sporting publications, and Sunday-school libraries in the pink colored literature of the police court."

"What's a man to do?"

"Well, suppose you break your watch, do you go out into the woodshed and try to fix it yourself?"

"Why, no; I should take the watch to a watchmaker."—*Farm Machinery, St. Louis.*

THE *World* in freshest news excels

All other sheets, 'tis true;

Its 5 o'clock edition sells,

At forty-five past two!

WISE REMARKS.

BY MEMBERS OF THE ASSOCIATED OHIO DAILIES.

A newspaper ought to state the exact truth.
—Col. R. B. Brown, of the Zanesville Courier.

The longer I am in the newspaper business, the more I realize that short credits make long friends.—Col. R. B. Brown, of the Zanesville Courier.

The first thing essential to circulation is to have a good newspaper.—Col. R. B. Brown, of the Zanesville Courier.

I believe that all the people need is a positive assurance that they cannot get their paper unless they pay promptly for it.—J. W. Morris, of the Piquette Call.

My judgment is that people care but little for the opinions of any man; they want the news, and they make up their own opinions from the facts.—Col. R. B. Brown, of the Zanesville Courier.

The complaint that I have heard made by persons who do advertising in and have business connections with a newspaper generally, is that it is not systematic. My observation is that the more order and system you can have in the business, the better you can manage it.—J. O. Amos, of the Sidney News.

General news, of course, is printed as it comes; but, regarding local news, our motto is, "If you see it in the *Republican* it is true." I insist always that anything that appears in the *Republican* is correct, and you can bank on it. I think it would be better for the publisher to miss an item sometimes, if he does not know it is absolutely true, than to take chances on an incorrect publication.—Thomas G. Brown, of the Ironton Republican.

A SUBSTITUTION TRY.

A lady asked at the store of a Kansas City retail grocer for a box of "Sea Moss Farine."

Sea Moss Farine was not in stock, but Mr. Grocer said he had something better, and offered her a package of "Pearline."

THERE are three leading enterprises that everybody thinks he can conduct much better than the proprietors thereof, namely: newspapers, hotels and railroads.—Robert S. Davis, *Newspaperdom*.

THE *Midland*, United Presbyterian, weekly, with a guaranteed circulation of 4,500, is published in Chicago, notwithstanding the postmaster there has twice returned to this office letters which should have been delivered.

PEOPLE rush to the man who advertises, because he asks them to come. They spend their good money with the whole-saled, public-spirited man, and when they are out of cash go to the skinflint in the next block, run in debt and beat him out of it. And it serves him right.—Caro (Mich.) *Advertiser*.

An ingenious individual, who started in the carpet business in a good-sized city, advertised his business by sending round men to measure rooms. When informed that they were at the wrong house, they left; the next day the owner of the dwelling received a letter of explanation and apology from the carpet concern. It was a good move, as it is more than likely that the disturbed householder would remember the polite dealer, and if a carpet was wanted in future, give him a call.—*The Haberdasher*.

Advertise

If you would rise;
Not at all
If you would fall.

—*Cosmopolitan*, Burlington, Vt.

MUST ADVERTISE.

A man may guy,
And a man may lie,
And a man may puff and blow;
But he can't get trade
By sitting in the shade,
Waiting for business to grow.

—*Exchange*.

OF COURSE NOT.

He seems to think, since at the fair
He took the highest prize,
There is no further call for him
His goods to advertise.
But this is where to make mistakes
The fellow has begun;
For, since he doesn't advertise,
Why, no one knows he won.

—*Detroit Tribune*.

IN SACO.

There's a nice little shoe store just over the way,

In Saco; you know, in Saco, you know.
The prices so low you'll be willing to pay,
In Saco, yes Saco, you know.
It's kept by O. P., whose last name is Greene,
He gives the best bargains that ever were seen,
Go there for your shoes, and he'll not use you mean,

In Saco, yes Saco, you know.

CHORUS.

Oh, what good styles we see and low prices we get,

At O. P.'s, you know, at O. P.'s, you know.
For we never go there but we get a good fit,
At O. P.'s in Saco, you know.

—*Boot and Shoe Recorder*.

GOOD ADVICE.

A printer never collected a cent by whining.
Just think how unmanly it is. Make it hot for those who won't pay. Preserve your self-respect. If people won't pay you for the paper, it isn't worth paying for.—*Newspaperdom*.

If an article requires \$40,000 worth of advertising and a man spends just \$39,000, then gets frightened and stops, it's more than likely his \$39,000 is thrown to the winds. If he'd spent his other \$1,000, everything would have moved smoothly and his returns been commensurate.—*Exchange*.

THERE is a certain summer hotel in an adjoining State, where the show of silver, linen and flowers is excelled only by the meager bill of fare. A well-known New York advertiser was asked by the hostess after dinner, what he thought of her table.

"Madam," he replied, solemnly. "I do not care much for display—I prefer solid matter!"

A MANAGER of a clothing store at Liverpool, N. S., lately hung or fastened out a sign with "Coats for Sale" upon it. During a recent Sunday it read, "Oats for Sale," and being a religious man he allowed it to remain until the next day, when the boys had rubbed away the right hand part of the first letter, making it read, "Cats for Sale." He is wondering what further scheme the boys hope to develop.

READ BEFORE SIGNING.

There is one point which I see was brought up by two of the Associated Ohio Dailies. That is, the printing in small type of some condition which the publisher, in signing, overlooked. This seems to be a case of going through the world with your eyes shut. There is not a transaction in business life in which there is not a chance—and, in fact, a probability—that one participant will get the better of the other. A doctor once said to me: "Always shake a bottle every time you take it up. It cannot possibly do any harm, and it may do some good." It's that way in reading contracts. Better read twice, and read all of it, and turn it over and look on the back, before you sign it. A man who signs a contract without reading it—without reading every word of it—certainly does not deserve any sympathy.—*Charles Austin Bates, in Newspaperdom.*

A SMALL ANNOUNCEMENT in the right medium is better than a large one in the wrong medium.—*Press and Printer.*

IT IS PRETTY.

"THE REPUBLICAN."

COUNCIL GROVE, Kan., July 16, 1894.

Editor of PRINTERS' INK:

DEAR SIR—I take pleasure in sending you one of the badges worn by the Kansas delegation at the National Editorial Association at Asbury Park. They received many compliments. The green silk is emblematic of the green prairies of Kansas, and the gold letters upon it are symbolical of her golden sunflowers. The shears attached are of sterling silver and the work of Mr. H. Morehouse, a local jeweler. Very respectfully,

MILLER & CARPENTER.

HOW IS THIS?

MELROSE, Mass., July 14, 1894.

Editor of PRINTERS' INK:

If you think the following worthy of publication I should be glad to have you use it. The Little Schoolmaster is read by many clothiers throughout the country, and I think has done more to cure abuses in advertising than any journal in America.

In glancing over daily journals, especially in New York City, I notice a preponderance of retail clothing advertisements which are extravagant in their promises.

One house offers all \$20 suits at \$8.50, and besides this enormous reduction will give each purchaser of a suit a \$3 hat.

Another offers to make a fine suit to order for \$15, guaranteeing it to be worth fully \$40 at other stores.

A very large dealer rather new in the business makes a well-written announcement in enormously exaggerated figures of goods bought at a bankrupt house, all of which will be sold at a reduction of 33 per cent of assignee's invoice.

These are but a few examples of the methods of these good samaritans who, owing to business depression, are selling goods for charity or just to advertise their firms in order to get custom when times are better.

In every instance where a low price is quoted, the goods are either sold at cost or a slight profit, but in fifty per cent of the cases the salesman is well trained to sell a higher priced item at the usual profit. Does this class of advertising pay? I say emphatically, no!!

In looking up the advertising methods of

the most prominent clothiers and furnisiers who have recently failed, 90 per cent of them were of the "prices cut in half" and "45 cent on the dollar" class. "A burnt child dreads the fire," is an old saying which holds good all the world over, and the "hurrah" advertiser will never be able to hold local trade. A phrase which is copied from a leading retailer is now used by many of these dealers. It reads, "Your money back if you want it." But the poor victim who wants it back has a very hard time getting it, and in most instances is bulldozed into buying something different.

"The truth will always prevail," and the firms who are square dealers are the ones who build up a reputation and who have the custom, despite the glaring announcements which appear side by side with their modest but honest ads. SIDNEY HACKES.

A COMMA WOULD HELP IT.

GREENFIELD, Ind., July 10, 1894.

Editor of PRINTERS' INK:

Please note the accompanying ad of drug store for sale of trade, the part in particular which says "cherry fixtures and soda fountain sales will pay expenses." The Frankfort (Ind.) *Banner* was the ad.

Respectfully, WILKINS & BECKNER.

DRUG STORE FOR SALE OR TRADE.

One of the best locations in the city of Frankfort, stock is complete, new and fresh, cherry fixtures and soda fountain sales will pay expenses. Best of reasons for selling. If you mean business call on or address, Mr. Stevens at the Eagle Drug Store, 12 South Main street, Frankfort, Ind.

IT CERTAINLY DOES.

LINCOLN, Neb., July 13, 1894.

Editor of PRINTERS' INK:

A few days ago a trio of girls, all wanting work, concluded to pool their issues and put an ad in the paper. The result was the appearance the next morning of the following ad in a local paper, which cost the girls five cents apiece:

WANTED—Situation as two chambermaids and one dining room girl in hotel immediately. Address 196, this office.

It was a great stroke of economy, but does not the result illustrate the need of an advertising editor? H. W. HERBARD.

LOUISVILLE, Ky., July 15, 1894.

Editor of PRINTERS' INK:

DEAR SIR—I forward you a copy of ad published in the Danville (Ky.) *Advocate*.

Respectfully, F. A. HALL.

I AM THE FATHER OF
26 CHILDREN!
NO TWINS.

I AM ALSO A COBBLER
AND NEED WORK.

If I have served my country well, it is evidence that I will mend your shoes well. One good turn deserves another.

My shop is in the rear of

CALDWELL & LANIER'S.

Let me half-sole those old shoes.

J. M. LINNEY.

CURIOUS SIGNS.

Office of PORTER BLANCHARD'S SONS CO.,
Manufacturers of
High-Class Dairy and Creamery Supplies.
H. C. SPAULDING, General Manager.
NASHUA, N. H., July 12, 1894.

Editor of PRINTERS' INK:

The paragraph in your last issue anent "Aborn Hatter" reminds me of a sign which for years has occupied a prominent place in one of the streets of the Hub. It reads:

"Chairs reseat in the rear."
H. C. SPAULDING.

BETTER THAN SOME TESTIMONIAL PICTURES.

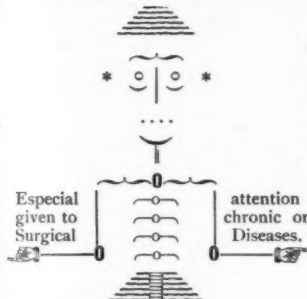
UNIONVILLE, Mo., July 10, 1894.

Editor of PRINTERS' INK:

DEAR SIR—The accompanying card was clipped from the Harris (Mo.) Voice. Can you find one more inappropriate?

E. D. UNDERWOOD.

**DR. J. B. ROBINSON,
PHYSICIAN AND SURGEON.**



OFFICE, PALACE BLOCK.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

USE the Persian Corn Cure.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

ADS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

ADS. VICK'S MAGAZINE, 200,000. 38 Times Building, N. Y.

ADS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

ADS. VICK'S MAGAZINE, 300,000. 35 Times Building, N. Y.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

ILLUSTR'D features for newspapers and advrs. HARPER ILLUSTRATING SYN., Columbus, O.

AGENTS wanted. Samples and terms free. Send 5c postage. SWANK MFG. CO., Fremont, O.

NEW borders for effective advertising display. E. L. SMITH, 180 Washington St., Boston, Mass.

WANTED—Orders, at 10 cents a line, for a weekly family paper; 50,000 circ. proved. O. L. MOSES, 133 Nassau St., N. Y.

WANTED—A man who can sell as good a news ink for 20 cts. a pound as I can for 4 cts. WM. JOHNSTON, 10 Spruce St., N. Y. City.

PARTNER WANTED—For new paper in splendid location. Experienced newspaper man, with some capital, at once. Address "MAIL," care Printers' Ink.

MORE newspaper men to know the saving of time, labor and money caused by the preparation of copy on the Remington Typewriter. 337 Broadway, New York.

PRINTER, as foreman of weekly newspaper office. First-class all-round printer, with 8 years' experience. Can do reporting. P. GRAHAM, Herald, Montclair, N. J.

WANTED—Protestant, Republican newspaper man, experienced, to lease good weekly paper in East Tennessee. Good contract for right party. Answer quick. "E. T.," Printers' Ink.

"SMALL TALK ABOUT BUSINESS"

"SMALL TALK ABOUT BUSINESS" guides you to financial safety. Paper 50c., cloth 75c. Our catchy booklet tells about it and mailed free. FREMONT PUBLISHING CO., Fremont, O.

A n elegant embossed cover on a catalogue insures it from the waste basket. It is our business to design and execute. Write for estimates. GRIFFITH, AXTELL & Cady CO., Holyoke, Mass.

LITHOGRAPHY successfully imitated. Why not have elegant stationery when you can have your printer imitate lithography successfully? Let us show you how. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

WANTED—An experienced man in all cities in the United States, to solicit advertising for complete list of daily and weekly papers published in the Republic of Mexico. References required. Liberal commission. BERRIOZABAL, ORTIZ & CO., 430 Medinah Bldg., Chicago, Ill.

WHAT can we do for you in Washington? Commissions for publishers, advertisers and others executed at moderate prices. Interviews secured, literary and news articles prepared, and business transacted with the Departments. Save yourself a trip to the Capital by writing to ASSOCIATED TRADE & INDUSTRIAL PRESS, 918 F St., N. W., Washington, D. C.

I WANT a position with a reliable concern that advertises liberally. My strong point is writing good advertisements. Being a practical printer, I have a technical knowledge of tasty, attractive display. My services could hardly fail to be valuable to such a concern, or to a newspaper, either. I'd like to hear from anybody who wants such a man. JAMAIS ARRIERE, care Printers' Ink.

CORRESPONDENTS WANTED—Everywhere! Bright, young newspaper men run across paragraphs and news items daily that are exactly in PRINTERS' INK's line. They must be of interest to advertisers. All such items are welcomed. Send along a sample item, and your name shall be placed on our mail list, so that you may receive the paper regularly and learn how to lend effective aid toward making it better. Address all communications to PRINTERS' INK, New York.

WANTED—Position as advertisement writer or manager for newspaper or business house, by a man 29 years old. Would associate himself with advertising agency or advertisement writer. Experienced in writing and placing advertisements, writing catalogues, etc. Has successfully invested thousands of dollars to advertise the various businesses in which he is a partner. Understands enough about designing, engraving, printing, etc., to take full charge of that part of the work. He is an expert book-keeper and penman; is competent to manage correspondence and office work. Will work on salary or shares. "BUSINESS MANAGER," care Printers' Ink.

ADDRESSES AND ADDRESSING.

ST. NICHOLAS.

NEW country-town addresses at \$1.50 per M. Mailing, stamping and addressing. MATHEWS, 380 Madison St., Chicago.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, under this head once for one dollar. Cash with order.

LETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 115 Dearborn St., Chicago, Ill.

ILLUSTRATORS AND ILLUSTRATIONS.

ST. NICHOLAS.

DODD'S artists. Boston.

FOR magazine illustrations, H. SENIOR & CO., 10 Spruce St., N. Y.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

DRAWINGS and designs for advertising and illustration. E. LUTZ, East Andover, N. H.

ADVERTISEMENT CONSTRUCTORS.

ST. NICHOLAS.

DODD'S ideas. Boston.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

UPTO-DATE ads. They'll please you. DU-PORT, N. Elm St., Westfield, Mass.

ADS with pith and point constructed. R. L. CURRAN, 111 W. 34th St., New York.

BUSINESS ads that pay. WALTER W. BRETT, 335 Central Park, W., New York City.

WE have turned out more ads and better ones than any other house in the business. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

"BOOK of Ideas for Advertisers." 50 illustrations. 70 styles of ready-made ads. Table of type. Hundreds of valuable suggestions. 100 pages. Only 35 cents, postpaid. D. T. MALLETT, publisher, 78 Reade St., N. Y.

"ADS that sell goods."

CHARLES AUSTIN BATES,
VANDERBILT BLDG.,
NEW YORK.

HERE'S the way Jos. Welter & Co., of Brooklyn, "pat me on the back" this week: "For a year or more Jed Scarborough has prepared our advertising matter. Without exaggeration he is the best and most convincing writer of advertisements in this country." Ask for "What They Said After They Knew," and see what others say. One ad. \$2. Your money back if it isn't right. JED SCARBORO, Box 63, Station W, Brooklyn, N. Y.

"ADVERTISING FOR RETAILERS" That is the title of a 64-page book just published. It contains the best that I know about retail advertising. The result of an actual experience of nearly ten years. The price is 25 cents a copy (silver, postal note or stamps), and if anybody regrets the quarter after reading one chapter of the book he may have his money back in instant. CHARLES AUSTIN BATES, Vanderbilt Bldg., New York.

I DON'T believe in nonsense or jingles. In writing ads I try to make them attractive, brief, entertaining, emphatic, convincing. Retail ads cost \$1. Send me a dollar, and if the ad I write isn't worth that much (you being the judge) I'll return the money. I write a good many medical ads, and will send a sample for \$1. BERT M. MOSES, Box 383, Brooklyn, N. Y.

FOR SALE.

ADVERTISING space in ST. NICHOLAS.

BUYER for two novelty specialties. A. B. DODGE, Manchester, N. H.

\$3.50 BUYS 1 INCH. 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

FOR SALE—Very cheap, an afternoon newspaper, published in a prosperous city. For particulars address "AFTERNOON PAPER," care Printers' Ink.

FOR SALE—Monthly publication. 34 pages, 18 months old, 30,000 paid subscribers. Good advertising patronage. Address GOOD THINGS PUB. CO., Minneapolis, Minn.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

FOR SALE—Leading Republican weekly of congressional district. Good news and job outlets. A great bargain for cash. Very healthy locality. R. B. ROBERTS, Asheville, N. C.

FOR SALE The undersigned owns, and has owned for twenty years, 134 lots in that part of Jersey City known as Marion, and wants to sell them all or part. The buyer need not pay much money down: just enough to convey the assurance that the new man will hereafter relieve me of the obligation, that has become tiresome, of paying taxes on property that produces no income. To see a map or for other information, call on Geo. F. Rowell, No. 10 Spruce St. N. Y.

FOR SALE—A printing and stationery plant at East Orange, New Jersey. A good, established trade in the business portion of the city, besides 1,000 card plates and dies of the leading families of the Oranges. This means as many customers. Will sell at reasonable price, or will entertain fair proposition as to partnership. Money is needed to equip stationery department, and a splendid opportunity to right parties. For further particulars address FRANK HOWARD, 16 Washington Place, East Orange, N. J.

MISCELLANEOUS.

ST. NICHOLAS.

DODD'S AGENCY. Boston.

USE the Persian Corn Cure.

GOOD HOUSEKEEPING. Excellent.

GOOD HOUSEKEEPING. Excellent.

VICK'S MAGAZINE A1 + 1 - 0 = 399,000.

VICK'S MAGAZINE A1 + 1 - 0 = 399,000.

VICK'S MAGAZINE A1 + 1 - 0 = 399,000.

VICK'S MAGAZINE A1 + 1 - 0 = 399,000.

VAN BIBBER'S
Printers' Rollers.

SEND cabinet photograph and 35c. and receive 12 miniature photos. G. FAIRFIELD, Wind Gap, Pa.

TERRIFF'S perfect washing machine will boom your circulation. Write for particulars and prices. PORTLAND MFG. CO., Portland, Mich.

NEWSPAPER INSURANCE.

INSURE present and future business by using ST. NICHOLAS.

ADVERTISING AGENCIES.

DODD'S. _____
BOSTON. _____
RELY on Dodd. _____
DODD is awake. _____
DODD is prudent. _____
YOU are sure of Dodd. _____
ALL take ads for VICK'S. _____
ALL take ads for VICK'S. _____
ALL take ads for VICK'S. _____
ALL take ads for VICK'S. _____
ALL indorse ST. NICHOLAS. _____
AGENCIES know GOOD HOUSEKEEPING. _____
AGENCIES know GOOD HOUSEKEEPING. _____
GEO. S. KRANTZ, special advertising agent for
 N. Y. dailies. 105 W. 14th St., N. Y.
ADVERTISING. City and country papers.
 See GEO. W. PLACE, 32 Broadway, N. Y.
100 LEADING dailies, circ. 5,000,000; \$9 rate.
 FLETCHER ADV. AGENCY, Cleveland, O.
IF you wish to advertise anything anywhere
 at any time, write to the GEO. P. ROWELL
 ADVERTISING CO., 10 Spruce St., New York.
HICKS' Newspaper Advertising Agency.
 WILLIAM HICKS, proprietor.
 133 Nassau St., New York.
CHARLES H. FULLER'S NEWSPAPER ADV.
 AGENCY, 119-114 Dearborn St., Chicago, Ill.,
 Temple Court, New York. Established 1886. Es-
 timates cheerfully furnished.
THE INTER-STATE ADVERTISING AGENCY,
 Kansas City, Mo., offers general advertisers
 a good service on reasonable terms for Western
 publications. We prove our work. If you wish
 to enter this field, write to us.

SPECIAL WRITING.

GOOD editorial copy helps the character of a
 paper and commands advertising. Try
 mine. G. T. HAMMOND, Newport, R. I.

ADVERTISING NOVELTIES.

GET Dodd's ideas. Boston.
ADVERTISING rates invariable in ST. NICH-
 CLAS.
VICK'S MAGAZINE pays first-class novelty
 advertisers. None others taken.
VICK'S MAGAZINE pays first-class novelty
 advertisers. None others taken.
VICK'S MAGAZINE pays first-class novelty
 advertisers. None others taken.
VICK'S MAGAZINE pays first-class novelty
 advertisers. None others taken.
SEWING machines will boom your circulation.
 Write for particulars and prices. FAVORITE
 MFG. CO., 342 Wabash Ave., Chicago, Ill.
CLOCKS—All kinds, from the humble alarm to
 the stately "Grandfather." Special designs
 made to order. H. D. PHELPS, Ansonia, Conn.
TIME saver, the latest copyrighted advertising
 novelty. Exclusive right in a city to first
 comer. Samples, 2c. Permanent. LONDON
 PTG. CO., Columbus, Ohio.
FOR the purpose of inviting announcements
 of Advertising Novelties, likely to benefit
 reader as well as advertiser, 4 lines will be in-
 serted under this head once for one dollar.

ELECTROTYPES.

VICK'S MAGAZINE, N. Y. Has all sorts of
 floral electrotypes.
VICK'S MAGAZINE, N. Y. Has all sorts of
 floral electrotypes.
VICK'S MAGAZINE, N. Y. Has all sorts of
 floral electrotypes.
VICK'S MAGAZINE, N. Y. Has all sorts of
 floral electrotypes.
AFTER you have received prices from every
 one else write me, telling just what you de-
 sire, and see how much money I will save you.
 E. T. KEYSER, 15 Beekman St., N. Y.
GET manufacturers' prices, wood or metal.
 Our patent metal base is the best on the
 market. Large facilities; superior work. WM.
 T. BARNUM & CO., New Haven, Conn.
THE best ad can be spoiled by a poor printer.
 We display ads so they will catch the eye,
 and also furnish electros. Address WM. JOHN-
 STON, Printers' Ink Press, 10 Spruce St., N. Y.
CELLUTYPE is preferred by advertisers be-
 cause it is 10 per cent cheaper than other
 wood or metal base cuts; it is so light for mailing
 purposes you save the cost of cut. Prints on
 wood as well as a special cut die. Cellutypes
 and cellutype machinery manufactured by the
 J. F. W. DORMAN CO., Baltimore, Md., U. S. A.

TO LET.

VICK'S MAGAZINE. Space.
VICK'S MAGAZINE. Space.
VICK'S MAGAZINE. Space.
VICK'S MAGAZINE. Space.
ADVERTISING space in ST. NICHOLAS.
GOOD HOUSEKEEPING. Space.
 H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.
GOOD HOUSEKEEPING. Space.
 H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.
TO LET—Front office in building No. 10 Spruce
 Street. Large and well lighted; steam heat;
 electric light; size about 25x40. Can be sub-
 divided into several offices. Rent, \$50 a month.
 For further particulars address GEO. P.
 ROWELL & CO.

BILLPOSTING AND DISTRIBUTING.

VICK'S 200,000 beats billposting, cos it's per-
 manent.
VICK'S 200,000 beats billposting, cos it's per-
 manent.
VICK'S 200,000 beats billposting, cos it's per-
 manent.
VICK'S 200,000 beats billposting, cos it's per-
 manent.
R. H. JOHNSTON, advertising distributor,
 1531 Franklin Ave., St. Louis, Mo.
I DO judicious distributing, tacking, etc. Any
 amount, any time. MATHEWS, 586 Madison
 St., Chicago.

STREET CAR ADVERTISING.

ASK "DODD." Boston.
JOHNSON'S figures are never beaten.
A. J. JOHNSON, 261 Broadway, New York City.
WRITE TO FERREE, First National Bank
 Bldg., Hoboken, N. J.
FOR Street Car Advertising, everywhere,
 GEO. W. LEWIS CO., Girard Bldg., Phila., Pa.
PIG inducements for advertising on the ele-
 vated railways New York, Brooklyn and
 street cars everywhere. Rates and original
 sketches free. COHN BROS., Temple Court, N. Y.

ADVERTISING MEDIA.

DODD knows.

GET Dodd's estimate.

DODD's Boston Agency.

PERSIAN Corn Cure. Samples free. Send address to M. COHN, 332 W. 51st St., N. Y.

ADVERTISERS' GUIDE. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

HARDWARE DEALER'S MAGAZINE. Send for adv. rates and copy. 78 Reade St., N. Y.

ICOVER the State of Indiana. 13 leading dailies. FRANK S. GRAY, 12 Tribune Bldg., N. Y.

THE OPTICIAN AND JEWELER, 96 Maiden Lane, N. Y. A peculiarly good medium for careful advertisers.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

DOMINION Newspaper List (60 weekly papers). Sworn circulation 32,236. CANADA READY PRINT CO., Hamilton, Ont.

ADVERTISERS—Only 10 cents per line; circulation 30,000. Best medium on earth. CHIEF'S COMMERCIAL REPORTER, Marion, Ind.

ADVTs. placed in each of 140 local weeklies; 75¢ a line a week. Only one electotype needed. UNION CO., 15 Vandewater St., N. Y.

THE METROPOLITAN AND RURAL HOME, N. Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

THE HEARTHSTONE, 285 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

ADVERTISING in newspapers of "known circulation" means "BUSINESS" For particulars address A. FRANK RICHARDSON, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

CHURCH MAGAZINES. An effective medium, reaching 35,000 Philadelphia homes. Twenty magazines published for leading churches by the Church Press Association, Incorporated. 10 So. 18th St., Philadelphia, Pa.

"YOUR paper is a hustler for orders."—J. J. Bell. This refers to PARK'S GLOBAL MAGAZINE. The publisher guarantees 125,000 circulation each month. Advertising office, 517 Temple Court, New York City. C. E. ELLIS, Manager.

FRATERNITY PAPERS—I am special agent for all the official and lending papers of the various fraternal orders. One inch, one time, in 15 of the best papers, will cost \$25. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card GEO. S. KRANTZ, Special Agent, 102 W. 14th St., N. Y.

BECAUSE the Democratic party has gone mad is no good reason why new enterprises should not be started. In truth, it seems to us that the present is a good time to start weekly papers if you are wise enough to look up our plan. We furnish everything except a few locals. We send you each week 1,000 half-printed 16 pages, illustrated, at about the cost of the white paper. Send to W. P. WHEELER, 133 Nassau St., N. Y.

THE NATIONAL PRINTER JOURNALIST, of Chicago, is the official paper of the National Editorial Association, and the next issue will contain the proceedings of that body at Aubury Park. There will be fifty-one papers, giving a clear, concise consideration of every department of newspaper publishing. It will be a text book of journalism, and yet will be sold at the regular price of twenty cents a copy, or \$2 a year, including this special number. It is an excellent advertising medium. Address, with price, 327 Dearborn St., Chicago.

BOOKS.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

SUPPLIES.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 120 Water St., New York.

ADVERTISING supplies business when nothing else will. Try ST. NICHOLAS.

"STRONG SLAT" cases, wood type and borders. My prices will suit customers. HEBER WELLS, 157 William St., New York.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd, 10 Spruce St., New York. Special prices to cash buyers.

CIRCULAR letters reproduced and addresses inserted \$7.50 per M. Experts can scarcely tell it from genuine typewriting. G. F. VAN WYE, Masonic Temple, Chicago.

PAPER DEALERS—M. Plummer & Co., 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

HARD times prices for printing. Good linen paper, per 1,000: Letter heads, \$2.00; note heads, \$1.20; bill heads, \$1.60; circulars, \$3.11, \$2.20; 3/4x3 1/2, \$1.40; 3/4x3 1/4, 60¢, in lots not less than 5,000. Express prepaid. ALBERT B. KING, 87 William St., N. Y.

NAMES AND ADDRESSES—We have over one hundred thousand letters from readers of books, received from all parts of the U. S. All intelligent and prosperous people. Will sell copies from the originals. USEFUL READING CO., 45 Rose St., New York.

PREMIUMS.

PREMIUM users, write to KUHN & CO., Moline, Ill.

VICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

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VICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

SUBSCRIPTION premium users, write to D. T. MALLETT, Pub., 78 Reade St., New York.

OUR catalogue has the best premiums. HOME BOOK COMPANY, 123 Worth St., New York.

SEWING machines half price to publishers. Lists free. AM. MACHINE CO., Chicago, Ill.

ST. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

ROOT'S Home Repairing Outfit. Best premium ever offered in exchange for advertising. ROOT BROTHERS, Medina, O.

PREMIUMS—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

FOR SALE—Newspaper and job office at Waterville, Maine. Good business and on the increase. Address KENNEBEC DEMOCRAT, Waterville, Maine.

PREMIUMS—Our new alarm barometers, which ring a bell before violent storms. Only instrument of the kind in the world. Ask full description. LOGAN BAROMETER CO., Meadville, Pa.

AD writers and composers will be well paid by contesting for the special premiums offered for specimens of their skill in the INLAND PRINTER for June. Send 30 cents for sample copy. Published June 1. Six prizes offered. THE INLAND PRINTER CO., 213-214 Monroe St., Chicago.

NEWSPAPERS AND PERIODICALS.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

CALIFORNIA.

LOS ANGELES TIMES leads in Southern California. Sworn circulation 14,000 daily.

CONNECTICUT.

NO advertiser should place business in Eastern Conn. without including THE DAY, N. London.

WEEKLY TIMES: Hartford, CONN.

THE DAILY UNION.

BRIDGEPORT, CONN.
MORNING. EIGHT PAGES. ONE CENT.
Circulation, 7,300.

Best advertisers use it—they know its value.
N. Y. Office, 490 Vanderbilt Building.
O. L. MOSES, Manager.

THE TWO HERALDS.

WATERBURY SUNDAY HERALD.
BRIDGEPORT SUNDAY HERALD.

Every nook and corner in the Nutmeg State is covered by them. By special trains and by pony express these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia.
Combined circulation, 80,000. 150,000 Readers.

THE HARTFORD TIMES.

WILLIE O. BURE, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily—12,500 circulation.

The great advertising medium for reaching the Nutmeg State.

Weekly—7,000 circulation.

PERRY LUKENS, JR., New York Representative,
73 Tribune Building.

DISTRICT OF COLUMBIA.

ALERT advertisers advertise in KATE FIELD'S WASHINGTON, Washington, D. C.

GEORGIA.

THE ENTERPRISE, Smithville, Ga. Official organ of Lee County. All home print.

KENTUCKY.

BREEDERS and owners of horses buy goods. Use KENTUCKY STOCK FARM.

THE WEEKLY DANVILLE ADVOCATE covers the "Blue Grass." Annual rates, 10c. an inch.

MAINE.

BANGOR COMMERCIAL.

J. P. BASS & Co., Publishers, Bangor, Me.

Daily average, nearly 5,000 copies.

Weekly average, over 16,000 copies.

PERRY LUKENS, JR., New York Representative,
73 Tribune Building.

MASSACHUSETTS.

40 WORDS, 6c., 50 cts. ENTERPRISE, Brockton, Mass. Circulation 7,900.

NEW BEDFORD (Mass.) JOURNAL. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

DAILY GLOBE,
FALL RIVER.
ISSUED EVERY EVENING.

Circulation, 6,500 Copies Daily.

LARGER THAN THE COMBINED ISSUE OF ANY OTHER TWO LOCAL PAPERS.

Best Advertising Medium in Fall River.

Advertising Rates furnished upon application.

W. F. KENNEDY, Managing Editor.

WM. H. HANSCOM, Business Manager.

MICHIGAN.

GRAND RAPIDS DEMOCRAT, the leading paper in Michigan, outside Detroit. 13,000 daily.

40,000 PROVED CIRCULATION for only 15c. a line. Sample copies and proof of circulation free.
"ONCE A MONTH." DETROIT, MICH.

MINNESOTA.

MINNEAPOLIS TIDENDE has the largest circulation of any Norwegian-Danish paper in Minnesota.

The Housekeeper, Minneapolis, Minn.
Proof on Application. Pays Advertisers.

DULUTH.
Population to-day, 75,000.
The most prosperous city in the country.

THE NEWS TRIBUNE
IS ITS ONLY MORNING NEWSPAPER.

Published every day in the year. It is the leading and largest circulated newspaper at the head of the lakes.

PERRY LUKENS, JR., Eastern Representative.
73 Tribune Building, N. Y. City.

MISSOURI.

HEROLD DES GLAUBENS, St. Louis, Mo. Est. 1850. Circulation 31,000. Brings results.

THE HOME CIRCLE, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

NEW JERSEY.

THE EVENING JOURNAL,
JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - 15,500.

Advertisers find IT PAYS!

NEW YORK.

ST. NICHOLAS.

VICK'S 200,000.
East of Rockies, 184,519. Fact.

VICK'S 200,000.
East of Rockies, 184,519. Fact.

VICK'S 200,000.
East of Rockies, 184,519. Fact.

VICK'S 200,000.
East of Rockies, 184,519. Fact.

THREE trial lines 25c. in Watertown (N. Y.)
HERALD—30,000 readers.

FOR any good business it will pay to use THE CHRISTIAN ADVOCATE, New York City.

ROWELL accords **THE LE ROY GAZETTE** largest weekly circulation in Genesee Co., N. Y.

NEWBURGH, N. Y. Pop. 25,000. The leading newspaper, daily and semi-weekly **JOURNAL**.

THE LADIES' WORLD has had a paid average circulation (January to June, inclusive) of 363,750 copies per issue. No sample copies, but all circulation paid for in advance. Circulation will be still larger for last half of '94. Send for a copy and an estimate. **S. H. MOORE & CO., New York.**

THE TROY PRESS. H. O'R. Tucker. A strictly high-grade family daily. Eight pages. Advertising service the best. New York office 11 Tribune Building.

F. M. LUPTON'S popular periodicals, **THE PEOPLE'S HOME JOURNAL** and **THE ILLUSTRATED HOME GUEST.** Sworn circulation, 500,000 copies each issue. Advertising rates, \$2.00 per agate line, less time and space discounts. For sample copies and further particulars address **F. M. LUPTON, publisher, 104 & 106 Reade St., N. Y.**

A COMPARISON

During 1893 the New York **EVENING POST** contained 25 per cent more cash advertising than any other evening paper in New York, a visible concession to its superior value as an advertising medium.

ADVERTISING IN

TEXAS SIFTINGS

 **PAYS**

FIVE DOLLARS IS OFFERED FOR ANSWER TO THE QUESTION "WHY DO YOU SUPPOSE THE SILVER CROSS IS CARRYING FIVE TIMES AS MUCH ADVERTISING AS IT DID SIX MONTHS AGO?" Address 158 W. 28d St., N. Y. City.

REDUCED TO 10c.

GODEYS

BIG INCREASE OF CIRCULATION.

Present Rates, 75c. per line.

Send for rate card giving discounts.

THE GODEY COMPANY, NEW YORK.

Advertising is in every instance successful when properly done. The advertisers in

"LIFE"

are, as a class, the successful houses.

THE IRISH WORLD

THE OLDEST, LARGEST AND MOST INFLUENTIAL

PAPER OF THE CLASS PUBLISHED.

Being on the right side of the fence, politically, its circulation will be larger this year than ever.

For all matters relating to advertising, please address **D. W. VAN DEREN, Advertising Manager, 17 Barclay Street, New York.**

Delivered at more homes than all the other Albany papers combined.

Press and Knickerbocker,

ALBANY, N. Y.

Circulation: Daily, 17,000; Sunday, 19,000; Weekly, 3,500.

Press-room and subscription lists always open to the inspection of advertisers.

Most thoroughly equipped plant in Albany.

Electric lights, Web perfecting presses, type-setting machines.

Established fifty-two years ago.

Keeps constantly in the lead in enterprise, circulation and influence.

OHIO.

MUSKINGUM FARMER for Southeastern Ohio. 45 an inch this year. Zanesville, Ohio

DAYTON MORNING TIMES and EVENING NEWS. Combined circulation 14,000 daily.

YOUNGSTOWN VINDICATOR 7,500 daily, 5,500 weekly. Leading newspaper in Eastern Ohio.

NO unjust tax is imposed upon advertisers in the **AMERICAN FARMER and FARM NEWS.** Its rate is equitable and fair. In fact, the lowest quoted by any paper of its class published anywhere in the world having a circulation of like extent and character. Scores of men and firms who have used its ad columns for periods ranging from six months to two years have lately written the publishers expressing entire and complete satisfaction at returns for the money expended. They are the people who ought to know all about it. This model farm paper wants your business and will give you full value for your money. **GEO. S. BECK, Eastern Manager, 108 World Bldg., New York City.**

PENNSYLVANIA.

SCRANTON (Pa.) REPUBLICAN has the largest circulation of any Scranton paper.

DESIRABLE READERS and a good circulation are what advertisers receive in the **CHESTER TIMES.** 30,000 well-to-do, intelligent people read the **TIMES** with their supper every day. **WALLACE & SPROUL, Chester, Pa.**

INTELLIGENCER—DAILY and WEEKLY, Doylestown, Pa.

For guaranteed circulation see Rowell's Directory. Always the leaders.

Always best mediums for advertisers' purposes.

RHODE ISLAND.

THE NEWS, Providence, R. I., every evening, ONE CENT. 10,000 circulation.

NEWPORT DAILY NEWS. Conducted with care and thoroughness for best readers.

RHODE ISLAND—In its issue of August 1st **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Rhode Island?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

SO. & CEN. AMERICA.

MANUFACTURERS who desire export trade use **PANAMA STAR & HERALD, ANDREAS & CO., 62 Broad St., N. Y.**

SOUTH CAROLINA.

S**OUTH CAROLINA**—In its issue of August 1st **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of South Carolina?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

SOUTH DAKOTA.

S**OUTH DAKOTA**—In its issue of August 8th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of South Dakota?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

ALFORD, Ia., June 12, 1894.

A Editor **SUCCESSFUL FARMER**,

Waterloo, South Dak.:

DEAR SIR—I have had more sales through the **SUCCESSFUL FARMER** than any other paper I advertise in. I will want a large space next season.

Yours truly,

W. D. FLEMING.

N. B.—Mr. Fleming is a breeder of thoroughbred poultry, and what the **SUCCESSFUL FARMER** has done for him it will do for others. Sales are what count. **SUCCESSFUL FARMER PUBL. CO.**

TENNESSEE.

T**ENNESSEE**—In its issue of August 8th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Tennessee?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

TEXAS.

T**EXAS**—In its issue of August 15th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Texas?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

UTAH.

U**TAH**—In its issue of August 15th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Utah?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

VERMONT.

V**ERMONT**—In its issue of August 22nd **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Vermont?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

VIRGINIA.

V**IRGINIA**—In its issue of August 22nd **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Virginia?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

WASHINGTON.

S**EATTLE TELEGRAPH.**

S**EATTLE TELEGRAPH**, the leading Democratic daily north of San Francisco.

W**ASHINGTON**—In its issue of August 22nd **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Washington?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

WEST VIRGINIA.

W**EST VIRGINIA**—In its issue of August 29th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of West Virginia?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

WISCONSIN.

E**XCELSIOR**, Milwaukee. The leading German religious newspaper in Wisconsin.

R**ACINE EVENING TIMES**, Racine, Wis. Circ'n under oath exc'ds 2,000 paid copies each issue.

W**ISCONSIN AGRICULTURIST**, Racine, Wis. Largest circulation of any English paper in Wisconsin.

W**ISCONSIN**—In its issue of September 5th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Wisconsin?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

WYOMING.

W**YOMING**—In its issue of September 5th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Wyoming?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

CANADA.

D**OMINION OF CANADA**—In its issue of September 15th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of the Dominion of Canada?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO.,
EDITORS AND PUBLISHERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Three Dollars a hundred. No back numbers.

Newspaper publishers who desire to subscribe for PRINTERS' INK for the benefit of their advertising patrons can obtain special terms on application.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$15, or a larger number at three dollars a hundred.

Except by special assignment, PRINTERS' INK does not invite contributions from persons who expect the return of unused manuscript or to be paid for their contributions.

If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 10 SPRUCE STREET.

CIRCULATION.

Average for last 13 weeks, - 17,238 copies

NEW YORK, JULY 25, 1894.

ADVERTISING is the strongest link in the chain which connects buyer and seller.

You may have noticed that a carpenter's adze makes no impressions without cuts.

THE "economical instinct" is a good thing to remember in writing a strong advertisement just now.

If you would send your advertising arrows through the crust of public indifference you must temper their points with reason.

TO WRITE an effective ad one must be able to handle those subtle, penetrating words which touch the very heart of truth.

THE historical number of the Pascoag (R. I.) *Herald*, for June, 1894, is a good illustration of modern journalism as well as Yankee thrift.

FROM "If you see it in the *Sun* it is so" probably results the catch line of a New York clothing house: "If you have them from us they are right."

FACTS may leak out of the memory, learning grow flat, startling statements shrivel into mere truisms, but a crisp style in the wording of your ads will keep fresh in all climates and in all seasons.

"CARRY hope in your face" is the advice given to a salesman, and so far as possible it should be remembered to "carry hope" in an advertisement.

DURING the strike, in the absence of train service, the Bloomington (Ill.) *Pantagraph* organized a corps of "bicycle carriers," which delivered the paper regularly each morning in towns within forty miles of the city.

ONE point, made sharp and shot through a good medium, leaves an impression in many minds. Attempting to urge too many points at one time is about as fruitless as trying to drive a bunch of awls through a piece of sole-leather with the same pressure that it takes to drive one.

IS IT wise to combine charity and business in advertising? The *American Grocer* says the last man to deal with is the one who announces that a certain per cent of his profits he gives "to the cause of God." The same paper advises all to beware of a grocer who has painted on his cart: "As ye would that others should do to you, do ye even so to them."

THE Memphis (Tenn.) *Appeal*, established in 1840, and the *Avalanch*, in 1857, were both among the best "before the war" newspapers in the South. In 1890 they were consolidated under the name *Appeal-Avalanch*. Possibly the appearance of the sprightly *Commercial* in 1889, a new morning daily, may have hastened the consolidation. It is also possible that the activity and vigor of this same *Commercial* may have resulted in the more recent change whereby the *Appeal-Avalanch* loses its identity and is now merged in the *Commercial*, the new issue appearing as the *Commercial-Appeal*—the only morning daily in Memphis.

THE New York *Clothier and Furbisher* is a trade journal whose excellence is made more apparent by critical examination. The following "catch lines" are from advertisements in its July issue:

Why we have a pull.

If you have them from us they're right.

Our fall styles are out! our representatives are out! our line at our New York office is in! we invite you in!

To be in it, you must have it.

You mention the prices, we do the rest.

Piron suits. "Piron" is a word coined to relieve the necessity of a sentence, and its meaning is, "no rip," simply written backwards.

Everybody is in love with the Duplex Link—
Prevents ripping an' tearing,
An' cussin' an' swearing.

It's all over but the shouting. Our fall line
is a success.

Goods well displayed are half sold.

It's mos' like preachin' to have sech togs
in the lay-out.

IT DEPENDS.

LYNN, Mass., July 17, 1894.

Editor of PRINTERS' INK:

DEAR SIR—Advertisements in a certain publication for ten months cost me \$111.84. I received from said advertisements in the ten months 437 orders; amount received in cash, \$81.84; cost of goods to fill the 437 orders, estimated, \$60. This publication now calls for a renewal of contract. Will it pay me to make a new contract, or had I best drop this publication? Yours,
J. F. INGALLS.

Whether the investment mentioned will in the end be profitable depends upon the goods advertised and whether, in sending them out, there were catalogues or circulars of other articles included that might lead to further orders. To secure 437 customers for an expenditure of \$111.84 would seem to be a pretty good investment to a *live* concern; the names in themselves ought to have considerable value.

THE FIRST SUBSCRIBER TO PRINTERS' INK.

"The first subscriber to PRINTERS' INK is dead." So writes a friend of the late General James B. Fry, and what he says is correct; for the subscription of General Fry was the very first that came into the publication office after the prospectus of the "Little Schoolmaster" went out some six years ago. The act was characteristic of the man. Educated for the military profession, employed as a professional soldier all the active years of his life, and achieving unusual distinction in the administrative departments of the army, from his first staff service as adjutant of the Military Academy to the great office of Provost Marshal General of the United States during the Civil War, General Fry was always a man of wide sympathies and interests. Had his destiny not early directed his talents to other pursuits, he would have made his mark among American writers, for he wrote forcefully and engagingly.

We have said in this article that to be the first subscriber to PRINTERS'

INK was characteristic of General Fry. In the wide range of his observation and reflection he had taken note of the rising power and importance of the art and practice of advertising, and when he learned, from a chance meeting with the prospectus issued from this office in 1888, that some of those who had long been in close contact with the thing itself meant to tell others something about it, his interest and curiosity in what to him was a new subject of investigation were aroused at once.

THE RETAIL DRUGGIST AS AN ADVERTISER.

The druggist does not avail himself as he should of the numerous opportunities for effective, trade-winning advertising. The country druggist is contented with the moss-grown, stereotyped card in his local paper. The city druggist relies upon some sort of a window display and cheaply-prepared placards for drawing the passers-by into his place of business. This is the general rule, though there are many exceptions; it is these exceptions which we would hold up as examples of what can be done by persistent and suitable advertising. Those druggists who have made the subject a study have found it pays. It is the experience of all branches of commercial industries that advertising pays, and the druggist has exceptional opportunities and exceptional material for attractive and effective work. The public look upon the druggist as a man of mystery, and products which are to him but the tools of his trade, of every-day familiarity, are to his customers objects of interest. The ordinary drug store contains a vast variety of articles with which profitable window advertising may be done. This, supplemented by well-considered announcements in the columns of the newspaper, is a factor of highest importance to success.

Opinions as to what is the best kind of advertising for the druggist, naturally, and of necessity, differ very greatly, but if as much attention be given to the subject as is devoted to other branches of the business, there can be no question of the ultimate result. If the druggist would take a portion of the time which he now devotes to bewailing his lot and wondering how he can get the old time prices for patent medicines, and devote it to a study of advertising, he would, if experience of others is any criterion, soon find that his position is not quite so lamentable a one as he has generally believed it. The druggist is too prone to encase himself within a professional reserve and expect the people to come to him without direct solicitation. If he is to be a merchant, as he undoubtedly is, outside of the precinct of the prescription stand, he must pursue mercantile tactics, and one of the most successful of these is advertising.—*The Pharmaceutical Era*.

THAT'S SO.

PRINTERS' INK has made a fortune for many a man, and the newy little paper now bearing this title paves the way for those who aspire to a judicious use of "Ink" in placing their goods before the public. It is just the weekly visitor that will be warmly welcomed by every advertising manager in the country.
—*Medical Herald, St. Joseph, Mo.*

THE CLASS JOURNAL PRESS.

The short essays and catalogues appearing in *PRINTERS' INK* from week to week, and intended to aid advertisers in making a judicious selection of the separate classes of papers dealt with, will eventually be published in book form. All newspaper facts and statistics are from the American Newspaper Directory for 1894.

An exceedingly large and important field is open to the papers of the following classes and they have been active in taking advantage of it. They include some of the largest and most prosperous of all the trade journals.

COMMERCE AND FINANCE.

The 187 publications represent a large variety of industries and occupations. The special characteristic of each is made sufficiently clear by its title. The following are all accorded a circulation of more than 1,000 each issue.

In this and the lists which follow all circulations to which the asterisk is attached may be relied upon absolutely.

DAILIES.

Philadelphia, Pa.: North American.	20,000
New York, N. Y.: Journal of Commerce and Com'l Bulletin....	7,500
Buffalo, N. Y.: Mercantile Review and Price Current.....	2,250
New York, N. Y.: Journal of Finance	2,250
Wall Street News.....	2,250

SEMI-WEEKLIES.

New York, N. Y.: Journal of Commerce and Com'l Bulletin....	4,000
Shipping & Commercial List and Price Current.....	2,250

WEEKLIES.

Chicago, Ill.: Markets.....	20,000*
St. Louis, Mo.: Trade Review.....	17,500
New York, N. Y.: Financier.....	12,000*
American Banker.....	8,100*
Boston, Mass.: Commercial Bulletin	7,500
Wool and Cotton Reporter and Financial Gazette.....	7,500
Cleveland, O.: Merchant and Price Current.....	5,000*
Denver, Colo.: Commercial Tribune	4,300*
Memphis, Tenn.: S'thern Commerce	4,200*
Boston, Mass.: Banker and Tradesman.....	4,000
Journal of Commerce.....	4,000
Buffalo, N. Y.: Farmers' Journal and Live Stock Review.....	4,000
Chicago, Ill.: American Contractor	4,000
Detroit, Mich.: Herald of Commerce	4,000
Grand Rapids, Mich.: Mich. Tradesman.....	4,000
Indianapolis, Ind.: Trade Journal..	4,000
New York, N. Y.: Journal of Commerce and Com'l Bulletin....	4,000
Bradstreet's.....	4,000
Produce Exchange Reporter....	4,000
Minneapolis, Minn.: Com'l Bulletin..	3,500*
Philadelphia, Pa.: Manufacturer....	2,911*
Cincinnati, O.: Merchant and Manufacturer.....	2,800*
Topeka, Kans.: Merchants' Journal	2,256*
Baltimore, Md.: Manufacturers' Record.....	2,250
Trade.....	2,250

Bangor, Me.: Industrial Journal....	2,250
Chicago, Ill.: Economist.....	2,250
Marshalltown, Ia.: Inter-State Tracer	2,250
Minneapolis, Minn.: Northwest Trade	2,250
New Orleans, La.: Trade Index....	2,250
New York, N. Y.: Am. Metal Market	2,250
Com'l and Financial Chronicle...	2,250
Commercial Gazette.....	2,250
Stockholder.....	2,250
Omaha, Neb.: Trade Journal.....	2,250
Philadelphia, Pa.: Com'l List and Price Current.....	2,250
Portland, Ore.: Com'l Review.....	2,250
San Francisco, Cal.: Journal of Commerce.....	2,250
Live Stock and Butchers Gazette, Hide, Wool, Leather and Finance Review.....	2,250
Seattle, Wash.: Trade Register....	1,000*

SEMI-MONTHLIES.

Chattanooga, Tenn.: Tradesman...	4,000
Milwaukee, Wis.: Die Deutsch-Am. Gewerbe.....	4,000
Newark, N. J.: Trade Review.....	2,250
Philadelphia, Pa.: R. R. Record and Investors' Guide.....	2,250
Puget Sound, Wash.: Merchants' Review.....	2,250

MONTHLIES.

St. Louis, Mo.: Gast-Paul Bankers' Reporter.....	14,000*
Chicago, Ill.: Financial Review....	12,500
St. Louis, Mo.: Spanish American Trade Journal.....	8,000*
Boston, Mass.: Home Market Bul'n	7,500
Chicago, Ill.: Credit Review.....	7,500
New York, N. Y.: Lieber's Manual. Capitalist.....	7,500*
Boston, Mass.: Financial World....	6,000*
Chicago, Ill.: Mexico.....	5,000*
Buffalo, N. Y.: Am. Investments....	4,958*
Chicago, Ill.: American Elevator and Grain Trade.....	4,000
Chicago, Ill.: Rand-McNally Bankers' Monthly.....	4,000
Denver, Col.: N. W. Financier....	4,000
New York, N. Y.: Dickerman's U.S. Treasury Counterfeit Detector	4,000*
La Revista Ilustrada.....	4,000
Chicago, Ill.: Mixed Stocks.....	3,000*
Savannah, Ga.: Mirror of Commerce	2,325*
Baltimore, Md.: Herald.....	2,250
Chicago, Ill.: Com'l Collector....	2,250
Western Banker.....	2,250
Grand Rapids, Mich.: Artisan.....	2,250
Indianapolis, Ind.: Journal of Commerce.....	2,250*
New York, N. Y.: Bankers' Magazine	2,250
Engineers' Price Current.....	2,250
Insurance and Com'l Magazine....	2,250
Rhodes' Journal of Banking....	2,250
Richmond, Va.: Mercantile and Manufacturing Journal.....	2,250
Philadelphia, Pa.: Investment News	1,634*
Jacksonville, Fla.: Journal of Commerce.....	1,000*
New York, N. Y.: Trade Mark Record	1,000*

BI-MONTHLY.

New York, N. Y.: Underwood's U. S. Treasury Counterfeit Reporter.....	2,250
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QUARTERLIES.

Boston, Mass.: A. B. C. Pathfinder.	7,500
New York, N. Y.: American Bank Reporter.....	6,240*

RAILROADS.

The twenty papers in this class are devoted to Steam or Electrical Rail-

roading, Railway Construction, Locomotion, Time-tables or Management. The following are all credited with a circulation of more than 1,000 each issue:

WEEKLIES.	
New York, N. Y.: Railroad Gazette	5,000*
Chicago, Ill.: Railway Age.....	4,000
New York, N. Y.: Engineering News and Am. R. R. Journal.....	4,000
Chicago, Ill.: Railway Review.....	2,250
SEMI-MONTHLY.	
Philadelphia, Pa.: Railroad Record and Investor's Guide.....	2,250
MONTHLIES.	
New York, N. Y.: Locomotive Engineering.....	20,302*
Portland, Ore.: Lewis and Dryden's R. R. and Marine Gazette.....	6,000*
Atlanta, Ga.: So. Engineering and Railroad Record.....	4,000
New York, N. Y.: Official R. R. Equipment Guide.....	4,000
Railway News.....	4,000
San Francisco, Cal.: Railroad Gazetteer.....	4,000
Chicago, Ill.: Railway Master Mechanic.....	3,500*
New York, N. Y.: Railroad Car Journal.....	2,500*
Chicago, Ill.: General Manager.....	2,250
Nat. S. S. and R. R. Gazette....	2,250
New York, N. Y.: Am. Engineer and R. R. Journal.....	2,250

MARITIME.

The fifteen papers in this class give in more detail than can elsewhere be found marine news, both foreign and domestic, and such as is of most interest to both shippers, mariners and ship builders. The following are all accorded a circulation of more than 1,000 each issue:

WEEKLIES.	
Cleveland, O.: Marine Record.....	2,250
New York, N. Y.: Maritime Register	2,250
Seaboard.....	2,250
Philadelphia, Pa.: Maritime Journal	2,250
San Francisco, Cal.: Coast Seamen's Journal.....	2,250
Cleveland, O.: Marine Review.....	1,807*
MONTHLIES.	
Portland, Ore.: Lewis & Dryden's R. R. and Marine Gazette.....	6,000*
Baltimore, Md.: Marine and Railway Gazette.....	1,000*

EXPORTING.

The nine journals of this class are "designed for the promotion and development of trade between the United States and foreign countries." All but one are issued in New York. The following are all accorded a circulation of more than 1,000 each issue:

MONTHLIES.	
St. Louis, Mo.: Spanish Am. Trade Journal.....	8,000*
New York, N. Y.: El Comercio.....	5,000*
Am. Mail and Export Journal....	4,000
Australasian and So. American..	4,000
American Exporter.....	3,500*
El Anunciador.....	2,250

EXPRESS.

There are but two publications in this class. The quarterly named below is more particularly a directory for shippers and the monthly is the "Official Journal of the Express Service in America," and circulates among express and railroad men.

MONTHLY.	
Cincinnati, O.: Express Gazette....	4,000
QUARTERLY.	
Boston, Mass.: A. B. C. Pathfinder and Dial Express List.....	7,500

STREET RAILWAYS.

There are seven papers in this class, but two only are accorded a circulation of more than 1,000 each issue, viz.:

WEEKLY.	
Chicago, Ill.: Street Railway Review	2,300*
MONTHLY.	
New York, N. Y.: Street Railway Journal.....	2,250

This latter journal contains over 100 large magazine pages and is an epitome of information. It gives monthly all street railways in the United States, with changes as they occur, and a vast amount of trade news instructive and valuable to all interested in this industry.

THE INVENTOR OF THE POSTAL CARD.

The postal card is a very simple contrivance, and yet what a prominent factor in correspondence it has become in modern business transactions. No less than 1150 millions of them are used annually in the civilized world. They unite the most distant hamlet with the largest cities in this country and Europe. None would have thought that in twenty-five years they would come into such general use. The honor of this cheap and convenient means of communication belongs to Professor Emanuel Herrmann, of Vienna. On January 26, 1869, he wrote a letter to the *Neue Freie Presse*, in Vienna, in which he developed his plan of a simple card which should be issued at two Kreuzer (4-5 cent) by the post-office department, and which would be good for the Austro-Hungarian Empire. At first the department objected to making the price as low as two Kreuzer, but agreed to three Kreuzer. But Professor Herrmann and those interested in his plan objected to the extra Kreuzer, so that finally the government agreed to the cheaper rate, and, on October 1, 1869, the first postal card ever issued was put on sale in Vienna. Some years later Germany also adopted Professor Herrmann's postal card idea, but it was not a great success till the Franco-Prussian war broke out, when they came into general use in Germany. Gradually other countries issued them. The United States, which handles them by the million now, was one of the last countries to adopt Professor Herrmann's idea. It will be interesting to know that he was born in Klagenfurt in 1839, and that in 1882 he was appointed Professor of Natural Economy at the University of Vienna.—H. T. Frueauff, in *The Free Press, Easton, Pa.*

A CHANCE FOR SOME ONE.

Harvey discovered the truth about the circulation of the blood, but no man has ever been able to discover the truth about the circulation of the average newspaper.—*Life*.

"No, MAUDE, you cannot sharpen an old saw with a newspaper file, but many a newspaper file is made dull by the old saws that are found in it."

Hoffman—Why is it that doctors never advertise in the papers?

Howes—They do—best position in the sheet—obituary columns.

A MAN with a donkey for sale, hearing that a friend wanted to buy one, sent him the following, written on a postal card: "Dear D—, if you are looking for an A 1 donkey, don't forget me."—*American Youth*.

REPORTER—Here is an item about a boy who went wading in Florida and was swallowed by an alligator. What head shall I use?

Editor—Try "Wade and found wanting."
—*Ex.*

Friend—How did you lose your place as foreman of the *Daily Hustler*?

Ex-Foreman (dolefully)—The editor wrote a column of letters from old subscribers, complimenting us on our special edition of last Sunday, and I made a mistake and dumped 'em in the day before.—*Puck*.

ST. PETER (to applicant)—You say you were an editorial writer on a newspaper?

"Yes, sir."

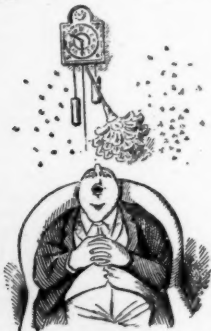
"Step into the elevator, please."

"How soon does it go up?"

"It doesn't go up, it goes down."—*Arkansas Thomas Cat*.

An enterprising local reporter handed in the following to the city editor of an esteemed contemporary: "A large crowd assembled before Mr. Sellow's fancy goods store this morning and watched him while he was engaged in the interesting occupation of dressing the four large handsome French windows that make his place so attractive. The display was much enjoyed."

But the compositors were in a hurry and neglected to put any "n" in the "windows."
—*Truth*.



THE happy scheme of a jeweler who does not advertise.—*Keystone*.

DULL times, or good times, continuous advertising is judicious advertising.

Displayed Advertisements

50 cents a line: \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

STAMPS FOR COLLECTIONS—Send for List. E. T. PARKER, Bethlehem, Pa.

PRINTING INK—Four Cents Per Pound. W. M. JOHNSTON, 10 Spruce St., New York.

SWISS People buy most everything. Reach them through us. 15,000 proved circulation for \$35 per inch a year. AM. SCHWEIZER ZEITUNG, 116 Fulton St., N. Y.

INTERNATIONAL AUTOMATIC MACHINE CO.
SAPOLIO
THEIR IS SCIENCE IN NEATNESS
BE WISE AND USE

ADVERTISING MADE IN DIFFERENT MIRRORS STYLES BY

The International Automatic Machine Co.

294-296 Main St., Cincinnati, Ohio.

Write us for particulars.

Machines for Printing Ads on Pencils instead of \$15.00 for \$7.50 only.

**BEST
HALF-TONE
PORTRAIT,**
Single col.,

CHICAGO PHOTO ENG. CO., 186 Madison

POSTAL NOTES ABOLISHED.

The only substitute that will accommodate or satisfy the people is our PATENT CODE MAILING CARDS. Indispensable to a mail business. Special imprint on cards free. Address for samples.

ALVORD & CO., DETROIT, MICH.

RAPID ADDRESSING.

The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Pres., 314, 316 Broadway, New York City.

**Arthur's and
Peterson's.**

F. E. MORRISON, Adv. Mgr.,
500 TEMPLE COURT, N. Y.

**\$100
PER PAGE**
for both
Magazines.

**MENTION THIS PAPER
WHEN YOU WRITE.**

**WIRE
RACKS**

For holding Papers, Letter
Files, Letter Books, Circulars
Printed Matter, Anything.
Clean, Light, Strong, Hand-
some, Portable. In use all
over United States. Send for
Catalogue and testimonials.

**POPE RACK COMPANY
ST. LOUIS, MO.**

**\$1.50 Ohio
State
Journal.**

Established
1811.

**Leading Newspaper
Of Central Ohio.**

Daily—Circulation 12,750, only morning newspaper printed at Columbus, a city of over 100,000, and reaching by early trains the best portions of Central and Southeastern Ohio.

Sunday—Circulation over 17,000, without a rival in its field, being the only newspaper circulated in Columbus on Sunday that prints all the telegraphic and local news. An especially good medium for classified advertisements.

Weekly—Now issued as a twice-a-week edition, on Tuesday and Friday. Circulation 22,000, chiefly among the farming communities of Central, Southern and Southeastern Ohio, reaching more homes in this region than can be done with any other publication.

OHIO STATE JOURNAL CO.,
Columbus, Ohio.

ENOUGH IS AS GOOD AS A FEAST. There are enough GOOD REASONS why you should advertise in

THE TROY PRESS.

Why not write and find out?

H. O'R. TUCKER, Troy, N. Y.,

Or **HENRY BRIGHT,**
11 Tribune Building, New York.

**ANYTHING
IN
ADVERTISING**
CHAS. K. HAMMITT,
Two-Thirty-One
BROADWAY,
NEW YORK.

Intelligent Advertising



THE
**Toledo
Blade**
TOLEDO, OHIO

The Daily Edition now has an average daily circulation of over **16,000**.

The Weekly Edition has a National Circulation of over **120,000**.

For advertising rates in either edition address

THE BLADE, Toledo, Ohio.

N. Y. Office 33 Tribune Building.

The Vickery & Hill List, Augusta, Me.

CIRCULATION 1,500,000 copies per month, guaranteed

ANOTHER TESTIMONIAL.

C. E. ELLIS,

DEAR SIR—On going over our records for the past eight months, we find that the proportionate returns (cost considered) from The Vickery & Hill List, with two exceptions, are better than from any of the two hundred papers used on our 1893-4 schedule.

We desire no more evidence that you circulate to the extent claimed.

Yours truly,

ROBT. INGERSOLL & BRO.

Rates, or any other information, furnished from the home office, Augusta, Me., or by

C. E. ELLIS, 517 Temple Court, New York City, Special Representative.

THE DAILY, SUNDAY AND WEEKLY WHEELING NEWS

is the only paper in Wheeling, W. Va., to which a guaranteed circulation is accorded in the new edition of the American Newspaper Directory for 1894, which appeared May 1st.

The correctness of the rating is guaranteed by a \$100.00 forfeit, offered by the publishers of the Directory, to any person who will show that the circulation of the paper is not correctly stated.

The circulation is larger than any other in the place or State. This fact should be considered by advertisers desiring to cover Wheeling and vicinity.

C. E. ELLIS, Manager Foreign Advertising,
517 Temple Court, New York City.

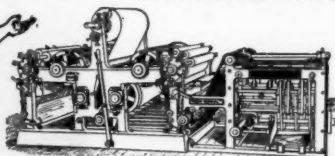
THE "NEW MODEL" WEB.

Campbell Printing Press & Mfg. Co.,
1 MADISON AVE., NEW YORK.

"WE CAN RUN IT."

Yours truly,

A SMALL MAN AND A BIG BOY.



Printers' Ink

Says:

"It is the duty and it should be the pleasure of every publisher to give his advertising patrons all the attention they deserve; it is upon them that he depends for his profit. Yet it is evident that no especial care is given to the editing of the advertising pages by most publishers. Only a few papers and some of the magazines are enterprising enough to establish departments that take charge of advertising and see that it is properly edited. This practice is bound to become popular, and it will prove mutually beneficial to publisher and advertiser."

We Do More Than That.

Our advertising department personally places every advertisement in position, thus giving each advertiser a choice position.

No Devil or Galley-slave has charge of your ad with us.

Let us give you estimate on space.

THE NATIONAL TRIBUNE,
WASHINGTON, D. C.

Toledo News

10,200 Daily
5,000 Weekly

"A good advertisement, advertising a good article, should be run in a good paper."—(*Printers' Ink.*)

The **Toledo News** is a good paper, with a local circulation that exceeds that of any other paper published in Toledo.

The best paid mechanics and skilled workmen and their families read the **News**.

The **News** is a family paper, clean and non-sensational.

If you want results from your advertising in Toledo use the **News**.

For prices address the home office,

or

H. D. LA COSTE,
38 PARK ROW,
NEW YORK.

And the
Manchester

Saturday Telegram

Prints more
than all the other
Manchester
Papers
Combined

PRINTERS' INK of June 13th says:
To the Manchester *Saturday Telegram* is accorded the largest circulation of any paper in the State—by far the largest. It is the only paper in the State having more than 5,000 circulation that is ready and willing to make known its exact issues. It probably prints more copies every issue than all of the other Manchester, N. H., papers combined.

NEW YORK OFFICE:
517 TEMPLE COURT,
C. E. ELLIS, MANAGER.

FOR RATES OF
ADVERTISING

IN THE

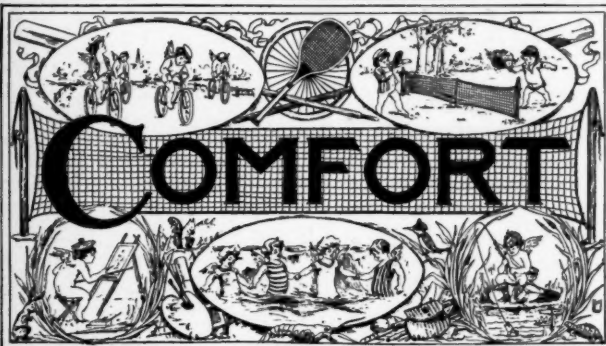
Boston Street Cars

WRITE TO
 UNION STREET RAILWAY ADVERTISING CO.,

Sears Building, Boston.

Times Building, New York.

M. WINEBURGH, - - PRESIDENT.



COMFORT

VOLUME 6 N°10 (N. N. 70)
 PRICE 25 CENTS PER YEAR

AUGUST 1894

PUBLISHED BY
 THE GANNETT & MORSE CONCERN
 AUGUSTA, MAINE.

LOOK AHEAD.

As twenty days are required to print an edition of COMFORT, which fills eleven U. S. mail cars, and as thirty days more elapse before a majority of the copies reach their destination, THE PRESENT is THE TIME for far-sighted advertisers to make public their announcements.

Full seeds sown NOW in the rich fields cultivated by COMFORT will yield astonishing results.

NOW!

Space of us or of agents. The Gannett & Morse Concern, Publishers. Home office: Augusta, Maine; Boston: John Hancock Building; New York: Tribune Building, Lewis A. Leonard, Representative.

MISSOURI ST. LOUIS CHRONICLE.

IN THE LEAD

THE CHRONICLE FIRST.

PRINTERS' INK, a New York weekly journal for advertisers, George P. Rowell & Co., Publishers, May 30, last, published the following concerning St. Louis dailies: "In St. Louis the largest daily circulation is given to the *Evening Chronicle*, a large one-cent paper, delivered by carrier at six cents a week. It guarantees to its advertisers a larger circulation than any other daily in the State and a larger paid circulation than the combined circulation of all other St. Louis afternoon papers. Next to the *Chronicle* comes the *Republic*, with more than 58,000 circulation, and then the *Globe-Democrat*, with more than 51,000. No intelligent advertiser would think of neglecting any of these papers."

The Chronicle

GUARANTEES TO
ADVERTISERS:

FIRST—A larger daily circulation than any other daily newspaper in the State of Missouri.

SECOND—A larger circulation in the 400 cities and towns surrounding St. Louis than any other daily newspaper.

THIRD—A larger paid circulation than the combined circulation of all other St. Louis afternoon papers.

Circulation, 75,000 Daily.

E. T. PERRY,

Manager Foreign Advertising Department,

53 Tribune Building, New York.



No Claims
No Affidavits
No Promises
No Rebates
No Discrimination

But

The CALL

of Philadelphia

Will give every advertiser

A Fair Return

For his investment in its columns

EDGAR M. HOOPES,
Wilmington, Del.

Manager of the Foreign Advertising of The Call



Printing Inks!

FOR CASH WITH THE ORDER.

WARRANTED TO BE THE BEST THAT MONEY CAN BUY.

**FOR TEN TIMES THE PRICE
NO BETTER INKS CAN BE HAD.**

NEWS

500-pound Barrel at 4c., \$20 00
250-pound Barrel at 4½c., 11 25
100-pound Keg at 5c., 5 00
50-pound Keg at 5½c., 2 75
25-pound Keg at 6c., 1 50

To make certain that the ink will be exactly right all that I need is to see a copy of the paper to be printed, to know the kind of press used and the temperature of the press-room; and, most important of all, **A CHECK WITH THE ORDER.**

JOB

Four ¼-pound Cans for One Dollar, best Job Blacks or any color wanted:

Except Carmine, Bronze Red, Violet, Purple, and Five-dollar Black. For Four ¼-pound Cans of these send Two Dollars.

For ½-pound cans send double the price.

For 1-pound cans multiply the price by four.

For more cans and more colors send more money.

For bigger cans send a **BIGGER CHECK.**

The goods are delivered at any railroad, express office or steamboat in New York City, and satisfaction is guaranteed. Printers who will give the pressman half the amount they save in buying of me will learn that the goods I send are the best he ever used.

I have no specimens. Send your own specimens and I will match them. I keep no books. I get the **CASH IN ADVANCE.**

SATISFACTION IS GUARANTEED.

When I assert that the **INKS I SELL ARE THE BEST IN THE WORLD** I mean just what I say. No Inks are made that cost more than the Inks I sell. I am a good printer. I know the meaning of words and all that I say is true.

Address **WM. JOHNSTON, Manager Printers' Ink Press,**

10 Spruce Street, New York.

Your Advertisement!

To whom does it appeal?

If to the kitchen, it should reach the individual who has charge of this part of the house. The professional cook doesn't devote much time to reading, so you must appeal to the one who will be influenced by your advertising—the woman of the house.



Where an ad is intended to reach those interested in the parlor, it may find readers in the daughter, the aunt or grandmother, but to give full returns to the advertiser it should secure the attention of the woman who is head of the house—the wife and mother.

If articles for the children or baby are to be purchased, it's the mother who has the casting vote and decides what is to be selected, for she is head of the house in this line, and frequently also as regards purchases for the male members of the family.

THE LADIES' WORLD

appeals to the woman of the house first, and to other members afterward. Its departments demonstrate this, for it is a practical household publication intended primarily for women who keep house and conduct their own homes. It has departments for young and old and interests all the feminine portion of the family, but more especially the mother and housekeeper.

Rowell's Newspaper Directory for '91 places THE LADIES' WORLD as second on the list of Household Publications in America in point of circulation. Write to the publishers, S. H. Moore & Co., New York, for estimate and copy of the magazine.

The Denver Times-Sun

The owners of the Colorado SUN
have purchased the Denver TIMES
and have consolidated the two
under the name of

THE DENVER

= TIMES = SUN =

By this consolidation the Denver
TIMES-SUN is the only afternoon
newspaper in Denver and has a
circulation in excess of

32,000

The Colorado Weekly Sun, which has met
with such a phenomenal success, will be con-
tinued under the old name, and with the addition
of the weekly edition of the Denver TIMES its
circulation is now

30,000

RATES FOR ADVERTISING
ON APPLICATION.

ADDRESS
THE DENVER TIMES-SUN PUBLISHING CO.,
DENVER, COLO.

LOUISVILLE

Courier-Journal

30,000	DAILY,	30,000
37,000	SUNDAY,	37,000
145,000	WEEKLY,	145,000

LARGEST ISSUE AND SALE

- - AND - -

*The Most Influential Newspaper
Printed South of Philadelphia, Cincinnati
and St. Louis.*



THIS FACT IS OF INTEREST TO ADVERTISERS.



EASTERN OFFICE,
A. FRANK RICHARDSON,
TRIBUNE BUILDING, NEW YORK.

THE GREATEST SILVER CAMP ON EARTH!

The yield of L. adville mines,
1879-1894, in Gold, Silver
and Lead, has been
as follows:

1879	\$10,333,740.69
1880	15,095,153.00
1881	13,170,576.00
1882	17,131,853.00
1883	15,839,446.00
1884	12,837,497.00
1885	12,357,662.00
1886	13,750,733.30
1887	12,072,967.81
1888	11,605,205.48
1889	13,639,351.75
1890	11,798,892.84
1891	11,916,740.00
1892	8,160,388.98
1893	8,579,164.87

Total, \$188,289,402.72

End of Five Divisions on
Three Transcontinental
Railroads.

Commercial Center of
Western Colorado.

GREATEST

INDUSTRIAL CENTER

IN THE WEST.

LEADVILLE

High on a mountain's bosom born,
Bride of the snow, whose childhood's morn
When years have scanned thy waning prime,
Will seem as story of mystic time;
When Islam prayed of Genii's might,
And fortunes garnered within a night.
Not old Damascus, by ancient streams,
With golden Ophir present in her dreams,
Compared with thee, whose youth doth own
And gather all that Science yet hath sown.
Deep lung'd and strong, thy children rend
Thy mountains' breasts, and from their trend
Of rich arteries wring such hidden store
Of marvelous wealth, that nevermore
Shall Ceresus' hoard, or Inca's gold,
Make wonder when thy story's told.

Bride of the Snow! whose suburbs teem
With silvery rock and golden stream;
I greet thy hills, thy pine-clad domes,
Thy children's love, thy children's homes!
Though falsely charged with guilty fame,
Sweet Charity redeems thy name!

The Herald Democrat (MORNING) The Evening Chronicle (AFTERNOON) The Carbonate Chronicle (WEEKLY)

Under One Management.

C. C. DAVIS & CO., Proprietors.

The HERALD DEMOCRAT and CHRONICLE are
the Only Daily Papers between Denver and
Salt Lake, a distance of 734 miles, publishing
FULL ASSOCIATED PRESS REPORT; reach Ten
Counties in Western Colorado Twenty-four
Hours ahead of Denver and Salt Lake Papers;
recognized as the Leading Mining Authority of
the country.

S. C. BECKWITH,

Sole Eastern Agent,

48 Tribune Building, . . . New York.
509 The Rookery, Chicago.

Leadville is the Greatest Natural Smelting
Point in the West.

Six Large Smelting Concerns and
Numerous Mills.

PROSPECTIVELY THE GREATEST GOLD CAMP IN AMERICA!

Opinions of John F. Campton,
Owner of the Largest Gold
Producer in the United
States to-day:

*That the Leadville District
is the most productive and
extensive mining region
yet discovered in the Uni-
ted States, and probably in
the world.*

*That the Camp's produc-
tion of gold for 1894 will
be the second largest—if it
is not the first—of any
other mining locality in
the State.*

*And, finally, that in 1896
we are very likely to pro-
duce more gold in this lo-
cality than all the balance
of the State combined.*

—*— THE NEWSPAPER —*—
 · FOR · THE ·
MILLIONS
 THE
ITEM
 PHILADELPHIA.



THE ITEM IS ALWAYS IN DEMAND
 COMES NEARER A MEDIUM OF UNIVERSAL
 CIRCULATION THAN ANY OTHER PAPER
 IN PHILADELPHIA.

DAILY * SUNDAY * WEEKLY.



SOLE



AGENT.

S. C. BECKWITH

FOREIGN

ADVERTISING



A GOOD RESOLUTION

OF INTEREST TO ALL ADVERTISERS.

Now therefore be it Resolved that we, prominent advertisers of the United States of America, having at various times attempted, from mistaken motives of economy, to do our own advertising, and have thereby suffered loss, will henceforth entrust it entirely to The Geo. P. Rowell Advertising Co.

This is solid sense.

ADVERTISING as **you** see it often means loss and disappointment.

ADVERTISING as **we** see it means economy, less cost, more readers, more buyers, big business and prosperity.

Don't go to law without a lawyer.

Call in a doctor if you are sick.

Let an architect plan your house.

Let us place your advertising.

Don't try to *buy* experience by repeated failures, when we can furnish the *ready-made* article.

JOT DOWN THESE ITEMS.

The sort of advertising you require.

How much you wish to invest.

What kind of readers, and in what territory.

OUR WORK WILL BE

To prepare a carefully selected list.

To offer you suggestions based on experience.

To shape or prepare your advertisements.

To make an estimate.

To see to proper placing, not once but all the time.

To check off each insertion and see that you get what you pay for.

To watch for faulty typography, etc., etc.; in short,

To look after your interests at all points, and

To **SAVE YOU MONEY.**

THE GEO. P. ROWELL ADVERTISING CO.,

NEWSPAPER AND MAGAZINE ADVERTISING,

10 SPRUCE ST., NEW YORK.